35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SEPTEMBER 11, 1961

If network option time falls by the wayside, what will replace it? 31

The battle lines are being drawn for Georgia seminar on radio-tv 50

Swezey sees NAB codes as positive influence, not lists of 'shall nots' 66

The biggest buyers in network television during the second quarter 42

COMPLETE INDEX PAGE 7

What makes Samantha run?

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

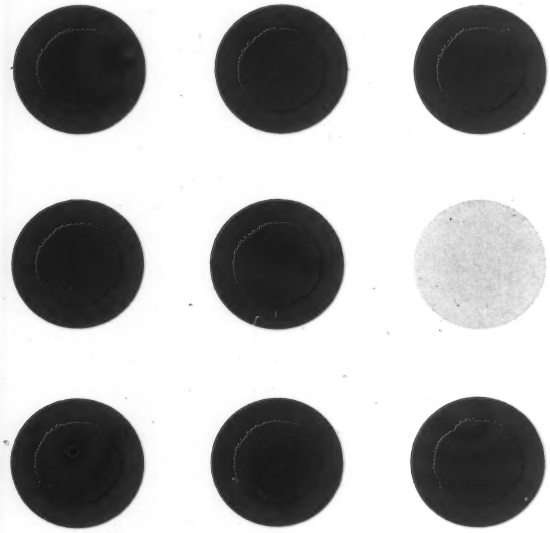
Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

RADIO 123

WITH

PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.



HOW TO SPOT AN EXPERT

Two management experts are called in to streamline a large, over-organized firm. Their efforts to save steps, however, bog down in a disagreement over where to relocate the men's rest room.

Disturbed, the firm's "Committee for the Preservation of Peaceful Personnel" resolves the deadlock with a contest. The expert who solves a certain problem first, shall have his rest room plan installed.

The experts were simply asked to join the nine spots shown above with four straight connecting lines.* However, it took them both so long to solve this problem that the firm's "Committee for Evaluating the Efficiency of Management Experts" fired them on the spot.

If you can find the solution, send it in and win an exciting new prize. We're offering several, so tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd,"
Vol. II, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

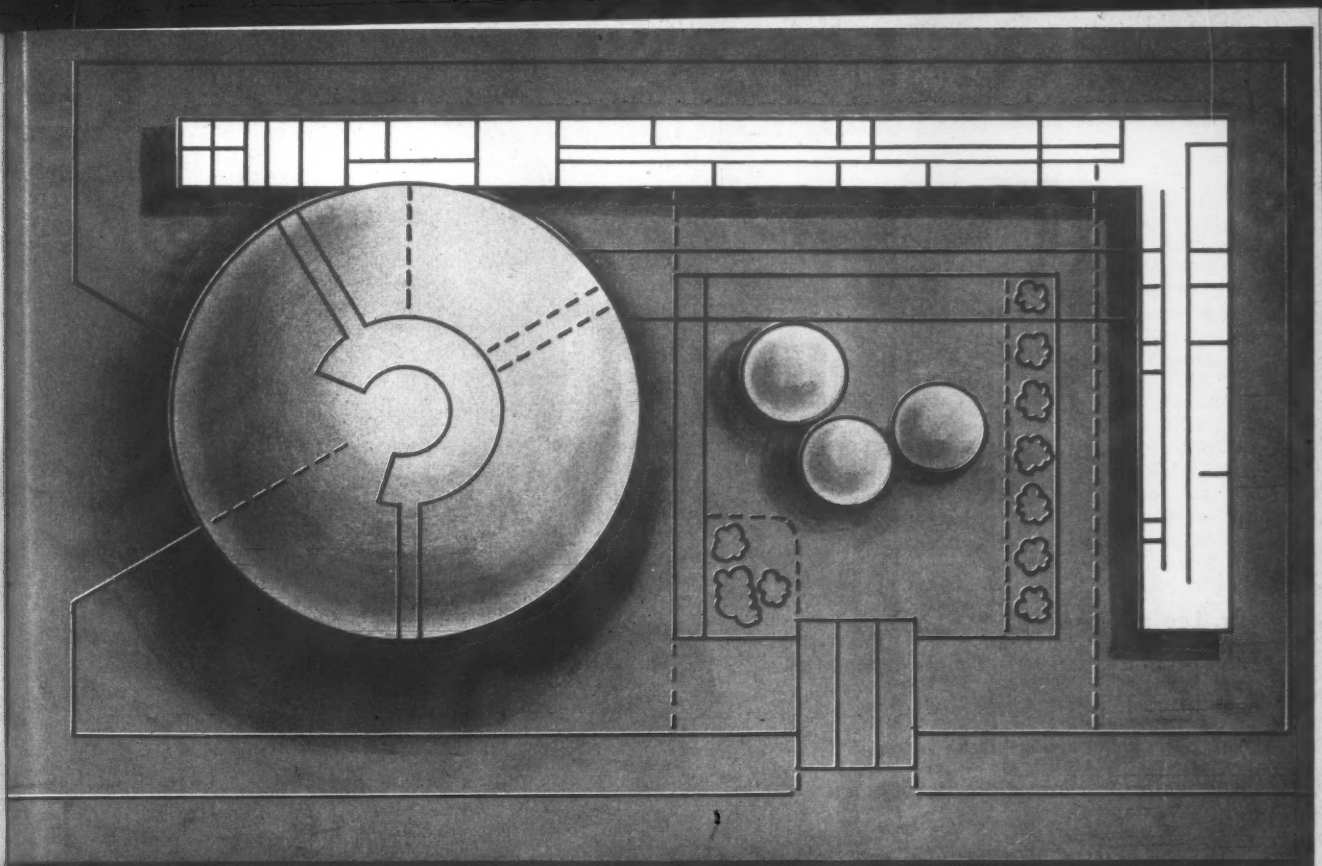
**To make sure your spots connect, place them on WMAL-TV, the station first in the Washington, D. C. market, 6 P.M.-Midnight, Monday-Friday. (June '61 ARB)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

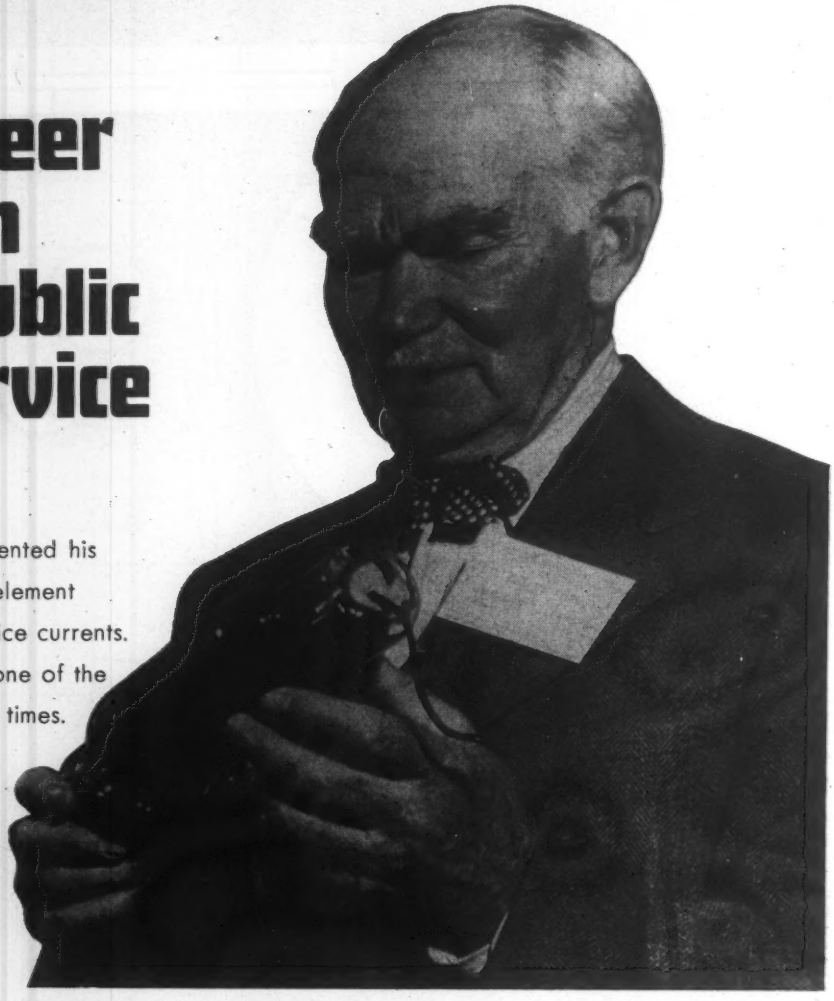
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.



A new television structure of revolutionary design is scheduled for completion in November to mark the 7th anniversary of our founding. It will be a lasting symbol of our creative dedication to the area we serve, and a fitting evidence of the public approval of our efforts in their behalf.

BUILDING WITH HOUSTON KTRK-TV VITAL

Pioneer in public service



Dr. Lee de Forest, in 1908, patented his invention, the audion—a three-element electrode tube that amplifies voice currents. The audion has been hailed as one of the twenty greatest inventions of all times.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Electronic buyer

Time salesmen got cold shudders last week from report that major agency was about to automate their business. Report said Dancer-Fitzgerald-Sample planned to load its electronic computer equipment with 12 months of rating information on tv stations and thus be able to pick stations for its campaigns by merely feeding availabilities lists into machine, punching couple of buttons and making up campaign lists from whatever computer says are best ratings buys. "It could be the closest approach to pure numbers buying anybody's ever seen, and the agency wouldn't even need to talk to us if it didn't want to," said one salesman. But check with DFS officials brought word that report was premature and probably exaggerated: They said they're using electronic equipment in billing and bookkeeping and, like many another agency, are considering its possibility for other uses including buying and research applications, but that they've reached no decisions on these new possibilities yet.

Presidential special

Three U. S. Presidents—Kennedy, Eisenhower and Truman—will participate in duPont Special on NBC-TV, Oct. 8 (10-11 p.m. EDT) titled "The USO Wherever You Go." Former Presidents Eisenhower and Truman already have been filmed at their respective homes and last Friday arrangements were being made for Kennedy filming at White House. Program will include top talent and clips of wartime USO films, according to Col. Ed Kirby, USO director of public relations, former head of Army's radio-tv branch and former NAB public relations director (1938-41).

Talent participation will be something more than "walk-ons" it's understood. Among those scheduled to participate are Jack Benny, Joe E. Brown, Bing Crosby, Bob Hope, Lena Horne, Danny Kaye, Frances Langford, Merle Oberon, Dick Powell, Debbie Reynolds and Danny Thomas. In addition, other stars from U. S. shows in 1961 will be picked up overseas. Clips from wartime USO films will include Irving Berlin, Gary Cooper, Marlene Dietrich, Al Jolson, Kay Kyser, Marilyn Monroe and Dinah Shore.

Civil suit against MCA

This week, possibly today (Monday), Justice Dept. will file civil suit in Los Angeles court seeking to require MCA and its vice president, Taft Schreiber, to appear and testify publicly before FCC Network Study investigation. In two appearances before commission, Mr. Schreiber refused to submit MCA records under subpoena or to testify (BROADCASTING, March 13).

To apply or not to apply

One effect of FCC's three months postponement of its deintermixture and all-uhf rulemaking project from Oct. 2 to Jan. 8 (for reply comments) will be to give all vhf licensees, including networks, breather to ponder whether they will apply for parallel uhf assignments to be thrown open in their markets. Vhf licensees are confronted with this vexing choice: If they don't apply, choice uhf availabilities may be snapped up by others; if they do apply, they load themselves with additional expense and, at same time, give impetus to all-out move to uhf before results of $2 million experiments in New York are known.

Among networks, it's generally expected that ABC will go for dual uhf-vhf operation, in some measure feeling it's committed to this course. CBS and NBC, however, reportedly are still evaluating pros and cons in preliminary stage only. One official said all uhf is least likely in major markets where networks have owned stations and that they probably will let FCC decide to shift to u before any move is made to start dual operations.

Bypass major issues

Most maior items of controversial nature on FCC meeting agenda last week were passed over in first commission session in over month. Among these was question of whether to renew licenses of General Electric and Westinghouse stations in face of criminal antitrust convictions of parent companies and executives. Before FCC are conflicting documents which (1) recommend hearing on character qualifications (submitted by general counsel) and (2) Broadcast Bureau position that licenses should be renewed (CLOSED CIRCUIT, Sept. 4).

Also passed over was controversial proposal calling for FCC to charge fees for its services, designed to recoup entire congressional appropriation for agency operations (BROADCASTING, *July 10*). *Under normal procedure, both cases will be back on agenda for Sept. 20 meeting.*

Bernard to Syracuse

Joe Bernard, recently resigned vice president and general manager of ch. 2 KTVI (TV) St. Louis, accepts position as vice president-general manager of W. R. G. Baker Radio & Television Corp., prospective applicant for recently allocated ch. 9 in Syracuse. Company, established by late W. R. G. Baker, former G.E. electronics executive and former president of Electronic Industries Assn., was created to seek third vhf in market. Dr. Baker's widow is stockholder and director, along with number of prominent Syracusans, including T. Frank Dolan, attorney and businessman; Leonard Market, manufacturer; Dan Casey, advertising agency executive, and Robert N. Groves, realtor. Veterans Broadcasting Co. (WVET-AM-TV Rochester) already has filed for ch. 9 and other applications are expected. Mr. Bernard, prior to joining KTVI in 1957, was vice president and general manager of WGR-AM-TV Buffalo and has deep roots in Empire state.

Considerable increased activity among Washington attorneys and engineers has been triggered by FCC's action proposing sub-standard drop-ins in eight markets, as well as provision for new vhfs in Rochester and Syracuse. In addition to newcomers, numerous old-line broadcasters in both radio and tv are in process of preparing applications for new available assignments (besides two New York cities, sub-standard drop-ins are provided for in Baton Rouge, La.; Birmingham, Ala., Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn. and Oklahoma City, Okla.).

Streamlined press relations

Awaiting FCC members when they returned to their desks following August recess were recommendations of special consultant Mike Connolly for improving dissemination of commission information to public. Mr. Connolly studied information operations of other government agencies before making overall recommendations for new commission procedures. He favors broadcasting information specialist to follow and report on more important cases and news conferences by FCC members. Connolly recommendations have not been taken up officially by FCC but informal discussions are underway. If adopted, plan would result in radical changes in present commission public information practices.

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Detroit's №1 Station

NOW №.1 IN THE ENTIRE U.S.A.

37.3%

SHARE OF AUDIENCE

(Sign-on to sign-off, Sun. thru Sat., July, 1961 ARB)

BIGGEST SHARE IN ANY 4-OR-MORE-STATION MARKET

WJBK-TV

CHANNEL 2 CBS

A STORER STATION — Represented By STORER TELEVISION SALES, INC.

WEEK IN BRIEF

If option time goes, does tv networking go, too? Networks will try to make this point to FCC. But already industry's watching newly-emerging patterns. One is CBS-TV's affiliate inducement plan. See . . .

WHAT REPLACES OPTION TIME? . . . 31

Chicago is coming up and so is Los Angeles among originating markets for national radio and tv spot, but New York holds to first place, though both radio and tv volume have dropped there. See . . .

N. Y. SPOT SHARE DROPS . . . 36

Some light, and perhaps some heat, will be thrown on FCC's proposals and philosophies in programming at Georgia seminar; NAB tests of proposed logs are attracting out-of-state interest. See . . .

SECOND BATTLE OF ATLANTA . . . 50

Testimony in reopened Jacksonville ch. 12 case conflicts about the hiring of a lawyer by the city (an applicant), payment for his services and what the payment was for. See . . .

JACKSONVILLE CH. 12 CASE . . . 70

The new director of the NAB Code Authority, Robert D. Swezey, thinks the tv code can be an affirmative influence on tv programming. He has some ideas he hopes will improve tv. See . . .

SWEZEY ON NAB CODES . . . 66

Another major tv film series producer, MGM-TV, is moving into live and video tape production. The studio has engaged Harry Anger to develop and produce two new tv properties. See . . .

MGM-TV SETS LIVE, TAPED TV . . . 92

P&G leads advertisers in network tv spending for second quarter and for June. Occupying second and third places in second-quarter report by TvB are Lever Bros., American Home Products. See . . .

P&G HOLDS TOP TV SPOT . . . 42

Texas broadcasters are trying to get state tax officials to give radio stations which lease or rent programmed aural tapes the same tax exemptions given tv stations for film or video tape programs. See . . .

TEXAS TAX PROBLEMS . . . 76

Chrysler Corp. has big plans for its new car line to be introduced late this month. And that means a bigger ad budget, including new television buys, starting next year. See . . .

CHRYSLER CONFIRMS AD BOOST . . . 33

Like motion picture houses, community antenna tv operators realize the value of promoting their wares on radio. One estimate is that catv spends nearly $1 million a year in local radio. See . . .

RADIO GETS CATV MONEY . . . 60

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BROADCASTING

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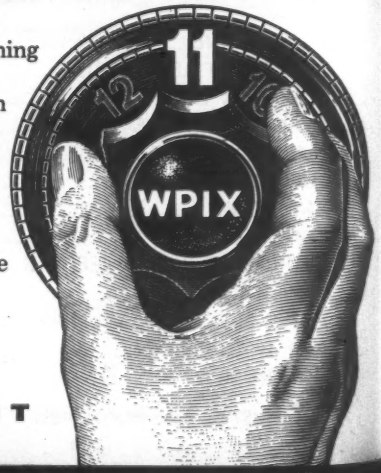
kiddy cornered

WPIX-11 has a "corner" on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 *dominates all competition* seven days a week. Every year the biggest new children's show is fed into the most fabulous back-to-back lineup of children's shows in television. This year it's DICK TRACY. No other station comes close in delivering the tremendous New York children's market of more than *three million* youngsters.



NEW YORK'S PRESTIGE INDEPENDENT

Paar parries Senate in Berlin tv taping

Use of troops in taping his show at touchy Berlin border crossing was defended by Jack Paar Friday in trans-Atlantic telephone conversation with NBC officials.

Taping incident caused uproar in official Washington and Defense Dept. ordered investigation, White House expressed concern, and Senators denounced action in scorching speeches.

NBC said Mr. Paar reported that taping of show, to be presented Tuesday night, was done "with the full cooperation and permission of the U. S. Army." At conclusion of taping, Mr. Paar told NBC, he was thanked by officers in charge for way he handled presentation, particularly for including close-ups, so that families of men could see them on television.

But in Washington, Defense Dept. said Army has been asked to explain presence of seven officers and 50 enlisted men at Friedrichstrasse crossing during taping. Arthur Sylvester, assistant defense secretary for public affairs, said that with charges of provocative incidents involved in dangerous Berlin situation, it was "naive, to say the least," for Army to let Communists watch filming of entertainment-type show.

Double Strength ▪ Mr. Paar told NBC that presence of more than normal complement of men resulted from fact guard was being changed. Thus, relieving and retiring units were involved, plus other military personnel attracted by curiosity, according to Mr. Paar.

Senate Majority Leader Mike Mansfield (D-Mont.) led denunciations in Senate, declaring that what is transpiring in Berlin "is not a tv spectacular. It has overtones of profound tragedy and should not be made a game."

Sen. Hubert Humphrey (D-Minn.) said use of troops is "intolerable and should not be done."

Sen. Bourke B. Hickenlooper (R-Iowa), of Senate Foreign Relations Committee, said he was "utterly shocked" and that all those involved "should be condemned."

Use of troops for such activities said Sen. Leverett Saltonstall (R-Mass.) might lead to "a shooting scene."

Sen. Jacob Javits (R-N.Y.) bucked trend of Senate speeches. He said Senators should be patient and get facts from Pentagon inquiry before expressing views.

Severeid to New York

CBS News correspondent Eric Severeid will return to U. S. this month for assignments at network's New York headquarters. Mr. Severeid will work on *CBS Reports* and on various special programs on CBS Radio and CBS-TV. He had been in London since 1959, and had worked on *CBS Reports* program on Brazil.

MGA to rejoin AFM; fund change planned

Musicians Guild of America, formed three years ago by group of Hollywood musicians in protest against trust fund policies of American Federation of Musicians, will be dissolved and its members reinstated in AFM, according to agreement negotiated by Herman Kenin, AFM president, and Cecil Read, MGA president.

International executive board of AFM has approved pact and MGA board is expected to approve shortly.

Agreement calls for AFM to seek to negotiate changes in its existing phonograph record agreements so that 50% of money now payable to Music Performance Trust Funds will be paid to individual musicians who contribute to making records.

AFM also affirms its policy of seeking residual or re-use payments for recording musicians in all other fields. AFM will grant full, uninterrupted membership rights to musicians who were expelled or otherwise disciplined for MGA activities, and all fines are nullified.

All instrumentalists employed under AFM contract jurisdiction will have right to ratify union's contracts. AFM will establish committee on recording musicians in Los Angeles not later than April 1, 1962, to give advice on bargaining proposals and negotiations and on other matters.

WVUE (TV) gets ch. 12

Initial decision proposing to grant ch. 12 New Orleans to Coastal Tv Co. was adopted by FCC Friday (Sept. 8). Coastal had merged with former competing applicant, Supreme Broadcasting Co. (BROADCASTING, June 26) and two firms have been jointly operating WVUE (TV) New Orleans on ch. 13 on temporary basis.

Relationship?

WABC-TV New York researchers played with statistics Friday (Sept. 8), day after Democratic mayoralty primary race in that city. It came up with this "corollary": Mayor Robert Wagner's supporters spent $15,958, or 63.5% of total money spent for time on that station during campaign; Arthur Levitt, party-backed contender for nomination, $9,180, or 36.5%. Votes, WABC-TV emphasizes, went like this: Wagner, 451,458, or 60.8% of total vote cast, and 291,672, or 39.2%.

Ch. 12 role confined to paperwork—Kays

At FCC's Jacksonville ch. 12 hearing Friday (see page 70), Washington lawyer Harlan L. Kays Jr., associate of Tampa attorney Miles H. Draper, testified he was paid some $2,400 for doing job which applicant's attorney of record could have accomplished at no extra charge.

Mr. Kays said he was under impression that he and Mr. Draper were retained by City of Jacksonville, losing applicant for ch. 12 in 1955-56 comparative hearing. He said he had not practiced before FCC and that Mr. Draper, friend of former Commissioner Richard A. Mack, told him Mr. Mack "would get him off on right foot." Mr. Kays denied discussing merits of case with Mr. Mack or telling him he represented city.

Mr. Kays said he was not retained to do political missionary work. He said he told Mr. Draper, "I know you know the big boys and I don't." Mr. Kays said he understood Jacksonville City Commissioner J. Dillon Kennedy had retained Mr. Draper on behalf of city but "didn't want us to take an active part until after the initial decision."

Defines Role ▪ Mr. Kays claimed his only role in proceedings was to watch for FCC documents pertaining to case and get dates of oral arguments or conferences. When asked by Hearing Examiner James D. Cunningham if he knew pertinent documents are automatically supplied by the FCC to interested parties, Mr. Kays admitted he did.

Directly contradicting Mr. Draper's earlier testimony, Mr. Kays said he reported "8 or 9 times" on his FCC activities to Mr. Draper. At close of his testimony, attorney Kays made state-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Cummins

Richard G. Cummins, former creative director of Erwin Wasey, Ruthrauff & Ryan, New York, appointed to new post of vp and creative director of central division of EWR&R with headquarters in Chicago, effective immediately. Central division includes Pittsburgh and Houston offices in addition to Chicago. For past two years Mr. Cummins has been with Aitkin-Kynett, Philadelphia advertising agency. Mr. Cummins will be responsible for supervising and coordinating all creative activities, including art, copy and radio-tv copywriting.

Oliver A. Unger, formerly president and board chairman of National Telefilm Assoc., has joined Home Entertainment Co. as executive vp and member of board. He will supervise programming for wired pay tv system which he has developed and is ready to franchise. As NTA president, Mr. Unger pioneered in bringing feature films to television.

Mr. Reynolds

John T. Reynolds has been appointed to newly - created position of vp and general manager, network programs, Hollywood, CBS-TV. Mr. Reynolds, who had been vp, administration, Hollywood, will now supervise and coordinate all west coast creative and operating departments. Before joining network, he was vp and general manager of KHJ-TV Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

ment attacking FCC counsel and denying any wrongdoing.

Also called Friday was William M. Madison, Jacksonville city attorney, who testified there were no entries in minutes of city council meetings mentioning Mr. Draper in any way as attorney for city applicant. After Friday session, hearing was adjourned to Oct. 11, when testimony will be taken concerning alleged off-the-record contacts on behalf of winning applicant Florida-Georgia Tv Inc. (WFGA-TV). Third applicant, Jacksonville Broadcasting Co., has not been accused of improper conduct.

FCC revises ethics code

Members of FCC last week dusted off cobwebs from September 1954 code of ethics covering commission staffers and made several editorial changes.

Major change reportedly was deletion of language telling employes how to act during strictly social engagements. Commissioners themselves do not come under provisions of code but are guided by administrative order of President.

Spartanburg case resumes

Chief FCC Hearing Examiner James D. Cunningham Friday (Sept. 8) scheduled Sept. 20 as date for new hearing in court-remanded grant of ch. 7 Spartanburg, S. C., to Spartanburg Radiocasting Co. (WSPA-TV). Case has been before FCC and courts many times (BROADCASTING, July 31) on protest of ch. 40 WAIM-TV Anderson, S. C. Latest hearing was ordered by court because *ex parte* charges against WSPA-TV were not explored in previous hearing.

WHDH-TV asks for uhf under new FCC proposal

WHDH-AM-FM-TV Boston Friday asked FCC to accept application for ch. 26 in that city to repeat simultaneously programs of ch. 5 (WHDH-TV). Station said it is filing now to obtain priority if FCC adopts proposal to permit vhf-uhf dual operation and free assignment of uhf channels (BROADCASTING, July 31).

WHDH said it's requesting no waiver of current FCC rules which "clearly would require denial because ch. 26 is not currently assigned to Boston" and because of existing FCC rules forbidding duopoly.

WHDH said application should be accepted for filing on FCC's announced "first come, first served" policy or else "would-be first-comers" will be discouraged by starting simultaneously with later comers.

Station estimates construction cost of ch. 26 outlet at $347,563; first year's operating cost of $45,000 and first year's revenue: None.

'CBS Reports' opener to feature Eisenhower

Former President Dwight D. Eisenhower will be star and subject of opening *CBS Reports* program of season, Oct. 12 (10-11 p.m.). Filmed hour will have Mr. Eisenhower discussing ups and downs of his administration. It will be first of series of such programs CBS-TV will present on former Chief Executive, announced last May (AT DEADLINE, May 8).

FCC renews WNEW-TV despite Minow dissent

Over dissent of Chairman Newton Minow, FCC Friday (Sept. 8) announced license renewal had been granted to Metromedia Inc.'s WNEW-TV New York without prejudice to final decision in Orlando, Fla., ch. 9 *ex parte* case. John W. Kluge, Metromedia president, formerly was principal owner of Mid-Florida Tv (WORZ-TV), winning ch. 9 applicant, which has been accused of making off-the-record contacts during pendency of Orlando case (BROADCASTING, June 5). Chairman Minow said license should not be renewed until Orlando case is resolved.

WENY, KCUB sales among 14 approved

FCC approved 14 station sales in first meeting since August recess, announced Friday. Among them:

- WENY Elmira, N. Y.: Sold by Gannett Newspapers to WENY Inc. for $240,000 and agreement not to compete. WENY Inc. is headed by D. M. Simmons and associates who also have interest in WMMB Melbourne, WOND Pleasantville and WOSJ-FM Atlantic City, all New Jersey.
- KCUB Tucson, Ariz.: Sold by Ralph R. Boffard to Oscar I. Dodek and Maxwell M. Marvin for $225,000 plus $25,000 for consultancy and agreement not to compete. Messrs. Dodek and Marvin own KABQ Albuquerque, N. M. Chairman Minow and Commissioner Lee voted to send letter concerning excessive spot announcements.

Business briefly...

Curtis Publishing Co., Philadelphia, has started radio-tv drive for its revamped *Saturday Evening Post.* One-minute announcements on all four radio networks and prime time spot tv commercials in about 30 markets will be used each Tues., Wed. and Thurs. Agency: BBDO, N. Y.

Westclox Division, General Time Corp., N. Y., has begun four-month spot radio drive on 220 stations in 90 markets. Agency: Hicks & Greist, N. Y.

WJW TV - *CLEVELAND'S NUMBER ONE STATION* * *IS GAINING MOMENTUM...*

ON TRACK EIGHT

with

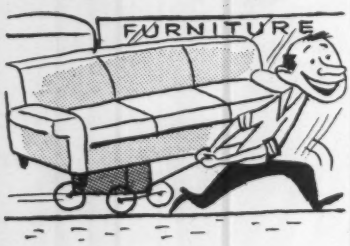
- POST '48 MOVIES
- EXCITING NEW MORNING SHOW
- INCREASED NEWS COVERAGE
- CLEVELAND BROWNS FOOTBALL
- CLEVELAND INDIANS BASEBALL
- CLEVELAND'S ONLY LATE MOVIE MONDAY THRU FRIDAY

REPRESENTED BY STORER TELEVISION SALES, INC.

*JULY 1961 ARB

What they see on WJAC-TV

THEY BUY!



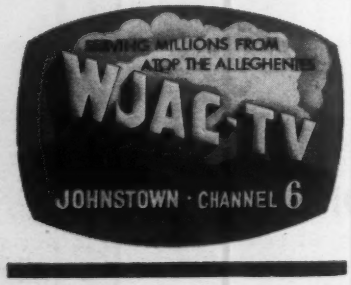
The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

SEPTEMBER

Sept. 11—Space communications panel by Washington sections, **Institute of Radio Engineers** and **American Institute of Electrical Engineers.** Dr. John Pierce, Bell Labs.; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D. C., 8 p.m.

Sept. 15—**South East Radio-Tv Seminar,** sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.**

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 15-17—**New York State Educational Radio & Television Assn.,** fall meeting. Keynote address by Kenneth G. Bartlett, Syracuse U. Pinebrook, Upper Saranac, N. Y.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

*Sept. 21—**Chicago Federated Advertising Club,** Morrison Hotel, 12 noon. Speaker: Rod Erickson of Filmways Inc., New York.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 23—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.**

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—**Assn. of National Advertisers,** new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 28-29—**Tennessee Assn. of Broadcasters,** Read House, Chattanooga. Speakers include FCC Commissioner Rosel H. Hyde; Vincent T. Wasilewski, NAB executive vice president-elect; Mark Ballman, McCann-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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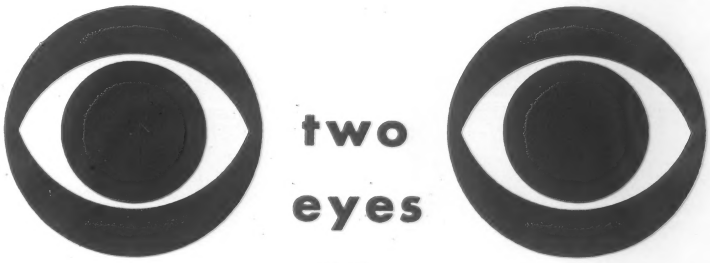


two eyes are better than one

CBS-TV, CHANNEL 6

KMOS-TV

SEDALIA, MO.

IS NOW JOINED WITH

CBS-TV, CHANNEL 13

KRCG-TV

JEFFERSON CITY

This two-station hook-up now dominates central Missouri. Gives you strong sales-support in 39 productive counties, with EBI well over one billion dollars, up nearly 3% from last year. You'd need ten newspapers or a dozen radio stations to cover this productive market—but KRCG-TV plus KMOS-TV can do the whole job—and better, for less. Transmitting top CBS shows and strong local features on both Channel 6 (Sedalia) and Channel 13 (Jefferson City) they're hitting new highs in audience-response, and total homes. It's time NOW to take advantage of this new selling-force in central Missouri. Reach for the phone, and get full details from your Blair man.

JEFFERSON TELEVISON COMPANY, Jefferson City, Missouri

Represented nationally by BLAIR TELEVISION ASSOCIATES

Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, *The Music Reporter*; Gov. Buford Ellington, Tenn.

Sept. 28-Oct. 1—National Federation of Advertising Agencies, central states group. Lake Tower Motel, Chicago.

Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—American Women in Radio & Television, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—American Women in Radio & Television, New England conference. Equinox House, Manchester, Vt.

OCTOBER

Oct. 2—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—New deadline for comments in **FCC rulemaking on new program reporting forms and logging requirements,** extended from Sept. 7.

Oct. 2-4—**Canadian Electronic Conference** of **Institute of Radio Engineers.** Toronto, Ont.

Oct. 2-6—**Society of Motion Picture & Television Engineers,** 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—N. Y. chapter of **Academy of Television Arts & Sciences,** luncheon. Sir Gerald Beadle, former head of BBC television speaker. Waldorf-Astoria Hotel, New York.

Oct. 6—Comments due on **FCC's** reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 6-7—**Professional Group on Broadcasting, Institute of Radio Engineers,** 11th annual broadcast symposium. Willard Hotel, Washington, D. C.

Oct. 7-8—**National Federation of Advertising Agencies,** eastern states group. Statler-Hilton Hotel, Washington, D. C.

Oct. 8-10—**Advertising Federation of America,** 7th district convention. Jackson, Miss.

Oct. 8-18—**International seminar on instruc-**

RAB management conferences

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

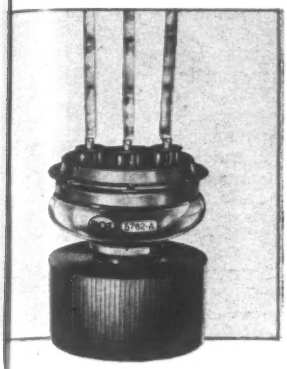
Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

RCA-5762A POWER TRIODE FOR TV & FM



AN IMPROVED VERSION OF A PROVEN FAVORITE

For years telecasters have known and relied on the RCA-5762. Now the 5762A combines the rugged dependability of the original with important improvements.

The 5762A is unilaterally interchangeable with the 5762/7C24. Its entirely new grid design and grid characteristics make it ideal for both TV and FM. Its maximum plate dissipation is 4 Kw and it can be used at the highest VHF channel. The synchronizing-level power output is 6.35 Kw with less than 1 Kw of driving signal.

The new type retains the highly efficient radiator of its predecessor; the thoriated tungsten filament for economical power consumption; the complete shielding between filament leads and plate; the low grid-to-plate capacitance; and the high perveance. It is a worthy successor to one of the most respected tubes in broadcasting.

Also from RCA...

A NEW GENERATION OF BROADCAST VETERANS

Every familiar RCA broadcast tube has been steadily improved over the years. Each of the types below, manufactured for years, are in service in hundreds of transmitters. Today's *improved* versions represent the best transmitting tube investment the broadcaster has ever been able to make.

No.	Type	Typical Broadcast Application	Service	Plate Dissipation Watts	Power Output Watts
813	Beam Power Pentode	TV	AF Power Amplifier and Modulator	100 (CCS)	380 (two tubes)
833A	Power Triode	TV Radio	AF Power Amplifier and Modulator	300 (CCS)	1650 (two tubes)
6156A/ 7007	Beam Power Tube	TV	RF Power Amplifier	12,000 (CCS)	14,000
575A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
673	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
866A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
872A	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		
8008	Half-Wave Mercury-Vapor Rectifier	TV Radio	Half-Wave Rectifier		

Be sure you have the latest ratings and technical data on these important tube types. Check with your Authorized RCA Broadcast Tube Distributor this week—or write directly to Commercial Engineering, Section I-13-0-2, RCA Electron Tube Division, Harrison, N. J.

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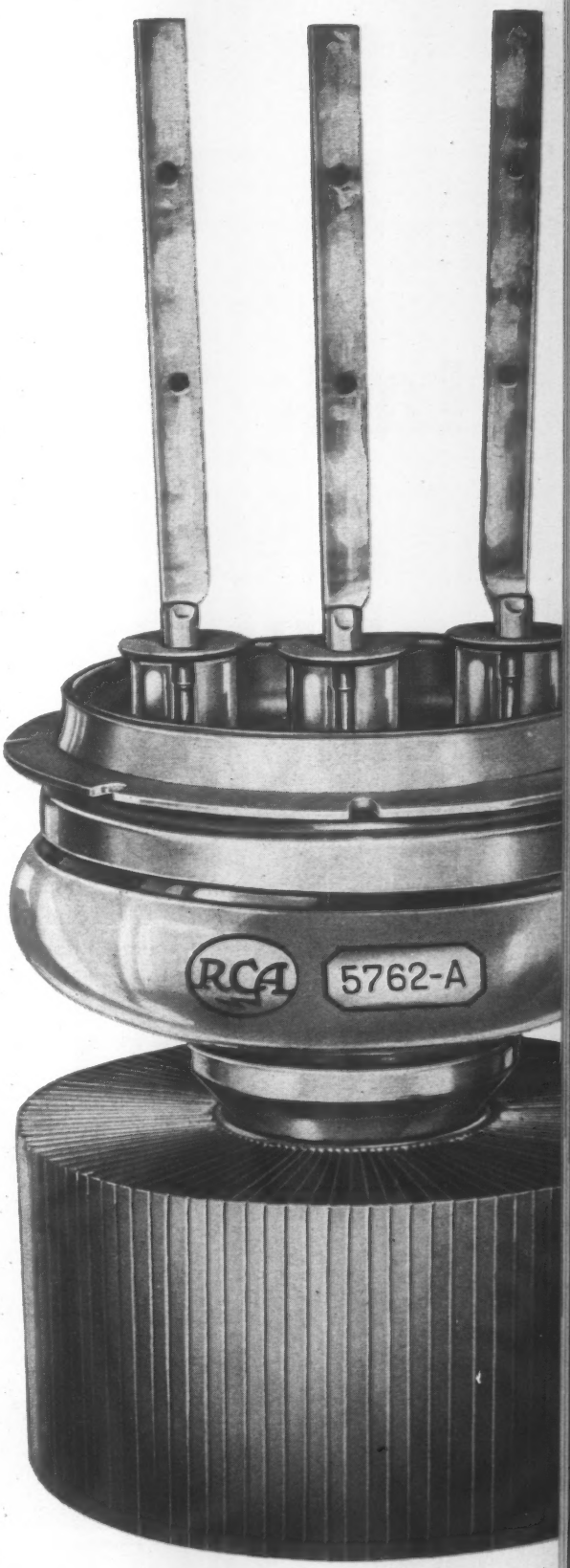

talk about public service!

All Cincinnati is talking about the joint press conference which WCKY Total News and Information arranged and broadcast between bitter enemies James Hoffa, International General President of the Teamsters Union, and James Luken, leader of 4 Cincinnati Teamster locals which have broken away from the Teamsters. Hoffa visited Cincinnati August 27th in an attempt to rally the rest of the Teamster locals and to prevent further revolts. WCKY persuaded Hoffa and Luken to appear face to face on the Sunday afternoon press conference. ■ We opened the conference to all reporters who wished to attend. Over 40 representatives of radio and TV stations, newspapers and magazines accepted our invitation, among them the New York Times, the Detroit Press, the Dayton Daily News, KWK St. Louis, WIP Philadelphia, WOSU Columbus, UPI, AP, Mutual, NBC-TV, CBS-TV, Life Magazine and all the other Cincinnati radio and TV stations and newspapers. The broadcast ran an exciting 40 minutes of questions, answers, give and take between Luken and Hoffa. ■ Favorable comment poured into our WCKY switchboard after the broadcast from Cincinnatians who are vitally interested in such public discussions. No wonder WCKY is Cincinnati's most talked about news station! You talk to your AM Radio salesman about WCKY!

wcky

50,000 WATTS • CINCINNATI

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

tional television, sponsored by **Purdue U.** in cooperation with **UNESCO** and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-10—**Virginia AP Broadcasters Assn.**, Washington & Lee U., Lexington, Va.

Oct. 9-11—**National Electronics Conference**, International Amphitheatre, Chicago.

Oct. 9-13—**Audio Engineering Society**, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 10—Annual outing, **Federal Communications Bar Assn.** Golf, tennis, baseball game, cocktails and buffet supper. Woodmont Country Club, Rockville, Md. (Washington, D. C., area).

Oct. 10-11—**Texas Assn. of Broadcasters.** Speakers include Rep. Walter Rogers (D-Tex.); FCC Commissioner Robert T. Bartley; Harold Cowgill, consultant. Adolphus Hotel, Dallas.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies**, central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 14-15—**Missouri AP Radio-Tv Assn.** meeting, Kentwood Arms Hotel, Sprnigfield, Mo.

Oct. 13-15—**American Assn. of Advertising** Agencies, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—**American Assn. of Advertising Agencies**, western region convention. Hotel del Coronado, Coronado, Calif.

*Oct. 17-19—**Kentucky Broadcasters Assn.**, annual fall meeting. FCC Commissioner Frederick W. Ford, guest speaker. Phoenix Hotel, Lexington.

Oct. 19-21—**Advertising Federation of America**, 3rd district convention. Jack Tar Hotel, Durham, N. C.

Oct. 20-22—**American Women in Radio & Television**, Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—**American Women in Radio & Television**, west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi**, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 26-28—**Mutual Advertising Agency Network**, management meeting. Palmer House, Chicago.

*Oct. 26-28—**North Dakota Broadcasters Assn.**, annual meeting. Holiday Spot Motor Hotel, Minot.

Oct. 27-29—**American Women in Radio & Television**, southwest area conference. New

Storer Programs Inc.

Presents

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Men of Destiny

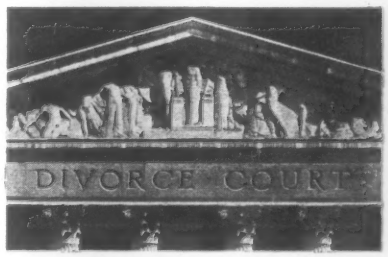
Featuring:

Pulitzer Prize Journalist Bob Considine

in an exciting new television series on the lives and times of the world's most outstanding personalities who helped shape the political, cultural, social, military, and scientific patterns of our times.

Now joining SPI's initial program offer "Divorce Court" sold in the markets below:

San Francisco, Washington, Dallas/Fort Worth, Houston, Los Angeles, Baltimore, Buffalo, Seattle, Sacramento, Detroit, Cleveland, Atlanta, Milwaukee and in numerous other markets.



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WAST ch. 13 ALBANY, N. Y.

WILLIAM A. RIPLE, *General Manager*

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

DANCER-FITZGERALD-SAMPLE BUYS COLOR TV

With its Sunday night "Bullwinkle Show," General Mills makes the move up to Color TV this Fall. The trend to Color is growing. Are you with it? Learn more about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Orleans.

Oct. 27-29—**Advertising Federation of America,** women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

*Oct. 28-29—**Kansas AP Radio-Tv Assn.** meeting. Broadview Hotel, Wichita.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers and Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

*Nov. 3—Oral argument on **FCC's** option time proposals (rescheduled from Oct. 27).

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 10—**California Broadcasters Assn.,** annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10—New deadline for comments in **FCC** rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 5).

Nov. 10-12—**Advertising Federation of America,** 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 12-15—**Public Relations Society of America,** 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

*Nov. 13-16—**Public Relations Society of America,** 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14-16—**IRE, Mid-America Electronics Conference, Kansas City, Mo.**

Nov. 15-16—**American Assn. of Advertising Agencies,** eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel, Detroit.

*Nov. 17-18—**Oregon Assn. of Broadcasters,** fall meeting. Multnomah Hotel, Portland.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

DECEMBER

*Dec. 4—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Dec. 4—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

*Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

*Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 5).

cipher

To reach people, a station needs more than a transmitter. It can not treat people as though the public were a cipher. Only those stations which program with a due regard for the needs of the people, are truly important to people. How well we have succeeded is perhaps best indicated by this fact: each of our radio and television stations commands the allegiance of the most responsive audience in its coverage area. People listen. People watch. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D. C.

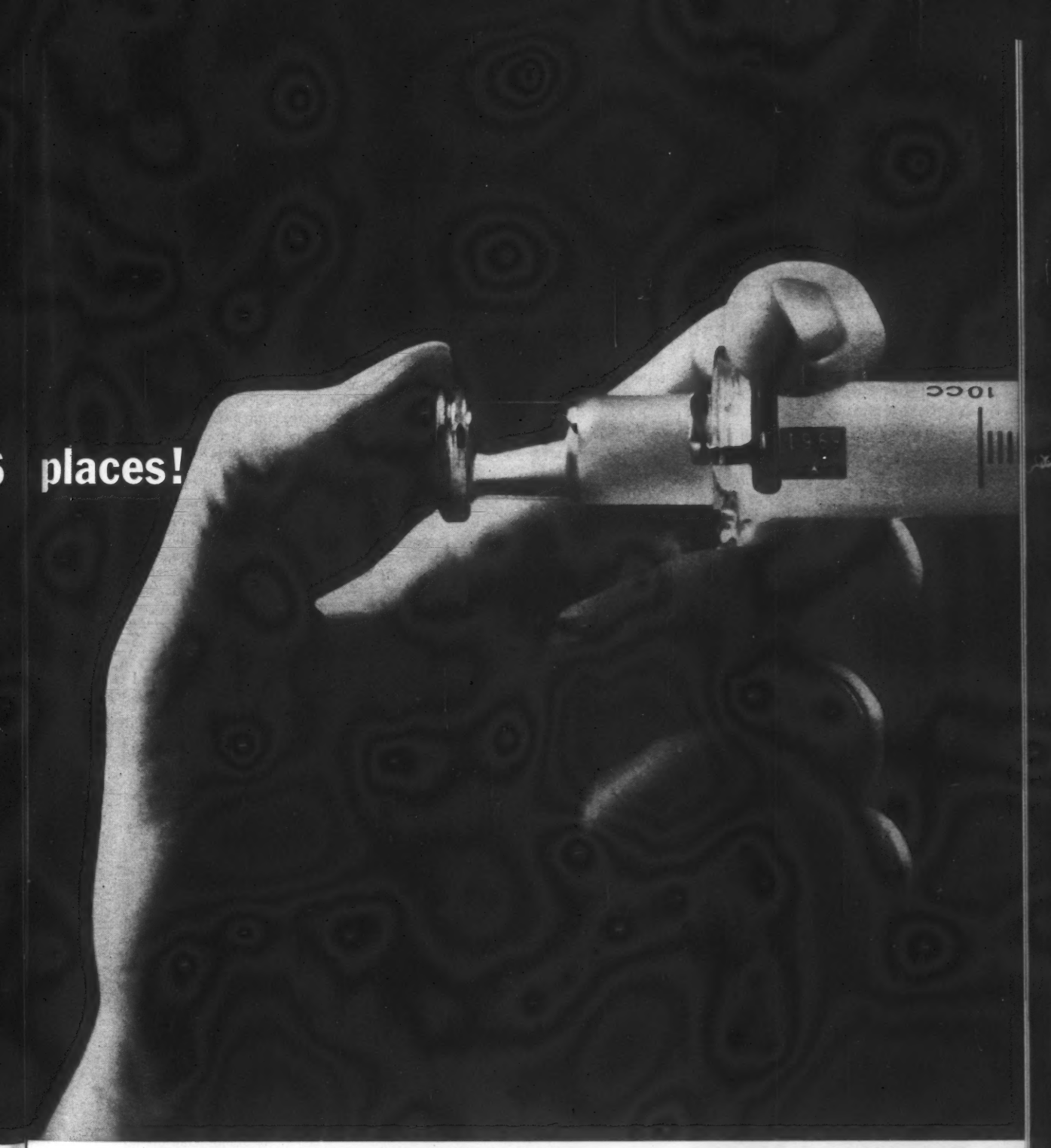
WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D. C.

they felt the needle in 6 p

(all 6 ABC owned radio stations started a

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The



community action polio-vaccination drive)

result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Enjoyable

EDITOR: I enjoy BROADCASTING. It's a good book and the reporting and make-up are excellent. Your comprehensive market features are very well done. You can be very proud of the very fine list of institutional advertisers you have.—*M. Anthony Mattes, Manager Advertising Department, Standard Oil Co. of California, San Francisco.*

Doubly worthwhile

EDITOR: I have had some nice letters and comments about the article [MONDAY MEMO, Aug. 28] which make it doubly worthwhile. As a long-time media reader of BROADCASTING, I have always admired the thoroughness of your treatment of the industry.—*James W. Beach, Foote, Cone & Belding, Chicago.*

Minow file

EDITOR: I am interested in completing my personal files on the current status of the FCC's role in the regulation of broadcasting. I should very much appreciate it if you would send me clippings of your major 1961 editorial statements on government regulations of broadcasters' programming, particularly as it concerns the celebrated speech of Newton Minow—*E. Patrick Healy, Director of Media Relations and Planning, Young & Rubicam, San Francisco.*

[The editorials have been dispatched.]

Politz survey

EDITOR: WBEN would like your permission to reprint your fine article on the Politz Radio Survey (BROADCAST ADVERTISING, Aug. 28). We will give credit to BROADCASTING on each copy.

We will . . . distribute them around the time our salesmen make slide and tape presentations to prospective local advertisers.—*Joe A. Haefner, Promotion Manager, WBEN-AM-FM-TV Buffalo, N. Y.*

[Permission granted, with proper credit to BROADCASTING].

Texas market story

EDITOR: . . . I think the issue boosting Texas was well written and gives several towns wide publicity. But whoever wrote it failed to get out of Waco. It is merely stated that Fort Hood is 46 miles away; actually, Fort Hood joins Killeen, with 23,000 population. KLEN serves more than 63,000 people within a ten-mile area. I really enjoy reading your magazine.—*A. W. Stewart, President, KLEN Killeen, Tex.*

Outsider

EDITOR: I am 24 and have an honors degree from Liverpool University in politics and economics. I have only one ambition and that is a career in broadcasting on the current affairs side. As it is impossible to enter broadcasting in Britain because the BBC selects only Oxford and Cambridge men in limited numbers, I am anxious to try my luck in the U. S.—and am ready to come over now.

I visited the U.S.A. in 1959 as a vacation student and did broadcasts at WNAG Grenada, Miss., and WSOC Charlotte, N. C. I have journalistic experience and have made many tapes in Europe and Britain. I have been a professional interviewer recruiting students for industry since graduating in 1960.

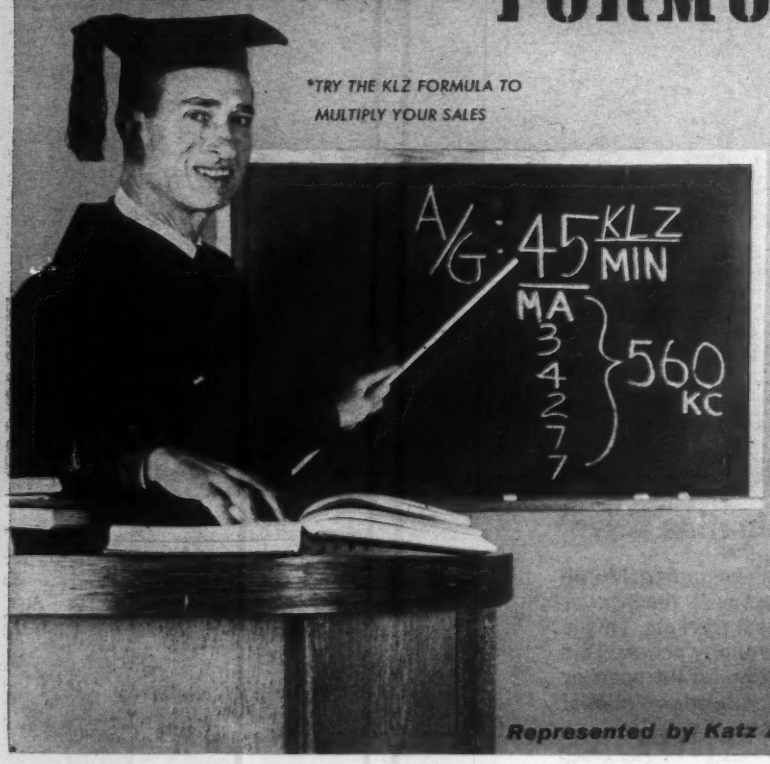
I am not a reserved, dyed-in-the-wool Englishman. I am just the opposite—lively, friendly, informative and more American in outlook. Could you please put me in touch with possible employers, preferably in the South? *Brian G. Holder, 37 Lawford Road, Rugby, Warwickshire, England.*

Broadcasting manners

EDITOR: It did my heart good to read "Wanted: good manners" [OPEN MIKE,

*KLZ radio a FORMULA STATION?

*TRY THE KLZ FORMULA TO MULTIPLY YOUR SALES



SURE . . . KLZ has a formula of balanced broadcasting calculated to deliver a buying audience with mathematical precision. Good music plus top CBS variety shows plus great news reporting, minus phony sound effects, equals 560-KLZ's dial position.

If you're only getting a fraction of the business you want, let "Professor" Art Gow increase your sales quotient.

"The Art Gow Show," heard from 10:10 to 10:55, weekdays, multiplies listeners by adding them to the show. Art plays, on piano and organ, their telephone requests made directly to him while he is on the air.

Figure the percentages and the sines point to KLZ Radio for increased sales.

KLZ radio
560 · CBS IN DENVER

Represented by Katz Agency

IN RADIO IT'S THE SALES CLIMATE THAT COUNTS !

WPEN
PHILADELPHIA

Creates A Responsive Audience With

PACE SETTING
***VIGNETTES**
25 DAILY

EXCLUSIVE
***HELICOPTER**
TRAFFIC REPORTS

VETERAN
PERSONALITIES

FIGHTING
EDITORIALS
FIRST IN PHILADELPHIA

MIDDLE OF THE ROAD
MUSIC

AWARD WINNING
***NEWS**

WPEN
PHILADELPHIA

**Ask For Availabilities*
Represented Nationally By **GILL-PERNA**

WGN is #1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio in Chicago

No. 1

First in sound!
First in service!
First in sports!

★ ★ FIRST! ★ ★

Chicago's Quality Radio Group station

Aug. 28]. I am in complete agreement with this gentleman.—*Richard L. Stinnett, St. Louis, Mo.*

EDITOR: . . . During the past few weeks, I have forwarded some 40 resumes in answer to Help Wanted ads in your columns. To date, I have received exactly two answers—one offering a beginner's salary, despite my experience dating to 1935 in radio, tv and the theatre, and one which required more activity in sales than I feel qualified to accept. . . . (*Name withheld by request*).

Logology

EDITOR: We thought you might be interested in the reaction of our news editor, Lloyd Emmert, to the combination of a

request for logging music (BMI) and the FCC's proposed logging changes.—*Ted Rand, General Manager, KDRS Paragould, Ark.*

BOOK NOTES

Television in the Public Interest, by A. William Bluem, John F. Cox & Gene McPherson, Hastings House, 190 pp; $6.95

Tips and detailed instructions on how to prepare public service announcements and programs for tv are provided here by three specialists in the field. Mr. Bluem is director of television programming for the tv-radio center of Syracuse U.; Mr. Cox is television coordinator of the National Education Assn., and Mr. McPherson is production director of WBNS-TV Columbus, Ohio.

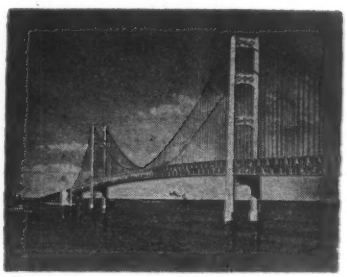
The authors outline the correct public relations approach to induce commercial stations to carry public service spots—"Don't bring the FCC with you," they caution, "A station is not required to carry all public service material submitted to it. . . . A station would certainly resent any implication that it had to be forced to have a public conscience."

Technical skills, such as preparing scripts, using film, tapes and slides and proper on-camera conduct, are covered thoroughly. The text book is illustrated with drawings and photographs.

MICHIGAN'S

UPPER PENINSULA IS EASILY AVAILABLE

NOW



The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties INCLUDING a big chunk of the U. P. and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich *Northern Michigan*

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B. (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)

Network Representative Elisabeth Beckjorden

Why WOW-TV bought Seven Arts Vol. I and Vol. II

Says Bill McBride:

"With this top quality feature film fare, we

CREATE AN IMAGE

that helps pull in audiences around the clock. Both packages of these Warner's 'Films of the 50's' are very well balanced in action, drama, comedy and variety. Now we can telecast today's top stars, in today's pictures, to today's audience."

BILL McBRIDE
Program Director
WOW-TV, Omaha, Nebraska

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton..
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction..

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from CHARLES E. CROWLEY, E. I. du Pont de Nemours & Co.

A good tv commerical has drama, realism in right mixture

If anything characterizes our attitude toward corporate messages, it is that we prefer to think of them as "stories of chemistry" rather than as "commercials." A story implies a plot with beginning, middle and end, and all the other elements of a successful dramatic show. Most of our successful commercials have these ingredients. We try to have commercials revolve around a problem important to the viewer; then we solve the problem as it would be solved in any dramatic work.

In looking to create a better public understanding of du Pont and its activities, we frequently tell our story in terms of a product. We begin the creative task by considering how this product can be related to the self interests of the viewer. Since many of our products serve the viewer in a form he can't readily recognize, this is often a difficult job.

Judging by research studies, one of our most successful commercials opens on an apartment house fire, with the sound of sirens to make the viewer look up from his evening paper. Then we introduce a man who escaped the fire and show his anguish as he learns of an elderly neighbor who has died. Quickly, we establish his character as he resolves to design a fire alarm that will prevent such tragedies, as he struggles to find a fool-proof power source to keep the warning horn blowing.

Suspense ▪ In this two-minute film, we create suspense as he tries and fails, until with the aid of du Pont research he succeeds in developing a successful warning device. The end of our story, shows du Pont "Freon" propellant solving the inventor's problem and contributing to safety.

Added to the dramatic elements of the basic story, based on fact, are such things as well-written, properly-delivered narration, quality production, good taste and authenticity. The combination in this instance produced a commercial that conveyed our message about research and technical service.

From extensive research studies, these and other guide posts or principles have been developed, tested and verified. We believe generally that when they are applied, a commercial has an advantage in its bid for success. Still there is always the inevitable commercial with inspired writing and superb pictures that makes a hit with viewers even though it violates all the principles.

Our creative people know that such elements as intelligibility, demonstration, the "you" approach, and a compelling initial signal enhance a commercial's chance of success. In fact, analysis of our commercials in light of such qualities allows our research consultants to predict with reasonable accuracy what viewers will learn.

And yet we have found through our own experience that even talented people, by oversight or by design, occasionally omit important principles. We have evidence to indicate that there's a reduction in effectiveness when they do.

It is our feeling that interesting, informative and believable commercials can accomplish the same ends as techniques which are overly repetitive, loud, or border on the annoying. Du Pont commercials are designed to be intriguing, factual presentations of subjects of significance to viewers.

Agency Talent ▪ To make them so, we rely on the creative talents of our agency and our own commercial supervisor and on the judgment and taste of our five-man tv section, plus the specialized knowledge and experience of technical, legal and public relations advisors. Accuracy and honesty are prime requirements.

Laboratory scenes, for example, are staged with such care that we've never had a scientist complain about their authenticity. Whenever a dramatic demonstration has been in conflict with technical accuracy, it has had to give way. Whenever a copy line has implied more than a product can perform, it has been challenged and deleted. Whenever a product point seems to disparage someone else's product, it's restated to stand on its own merits.

The policy on product points got a severe test recently while we were demonstrating some anti-freeze protection. We wanted to show a radiator boiling over. To avoid associating the demonstration with a particular make of car, we sought—and found—a rebuilt car that had features of several makes but could be identified with none.

Real People, Places ▪ We've found that real people and places add to the believability—and acceptability—of our commercials. We've used retired employes, research chemists, county judges and government scientists on camera. Their performances make up in reality what they lack in acting ability and we plant to continue using real people on screen where they can be most effective. We've shot footage in plants and laboratories, on farms and in the deserts and mountains.

By following our principles, we have been able to measurably increase the effectiveness of corporate commercials. For example, during the four-year tenure of *Show of the Month* (CBS-TV), the application of these principles resulted in a significant increase in the percentage of viewers who could prove they had seen the commercials. In the last two years of the series, it is estimated each commercial attracted and held nearly one million more viewers than during the first two years.

Lest creative people be concerned that we believe in writing commercials by formula, we should point out that our final principle is, "Don't be afraid to break a rule." We want to plot new directions continually and to try new commercial techniques, and we will study and evaluate new ideas with the hope of verifying other principles which might help us write more effective commercials.

There's no pat formula for effective commercials. We don't even want to find one, for in so doing we might lose the really great story that breaks all the rules. But not even the most sensitive creative person can object to an occasional reminder of basic principles.

Charles E. Crowley, as manager of television for E. I. du Pont de Nemours & Co., is active in both du Pont's tv commercial and programming activities. He joined du Pont 12 years ago and was initially associated with the company's Atlantic City exhibition. He later supervised men's wear advertising for the textile fibers division. A graduate of Syracuse U., Mr. Crowley served as a captain in the U. S. Air Force during World War II.

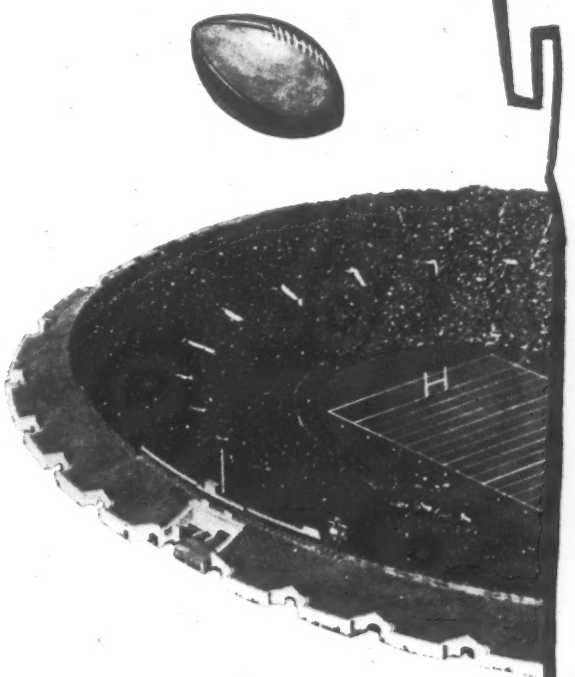
The Saturday Sound of New Haven

For the 10th consecutive year, *exclusive* action packed play-by-play broadcasts of Yale football every Saturday.

***Every* day of every year you get sales action from Big Buy WELI.**

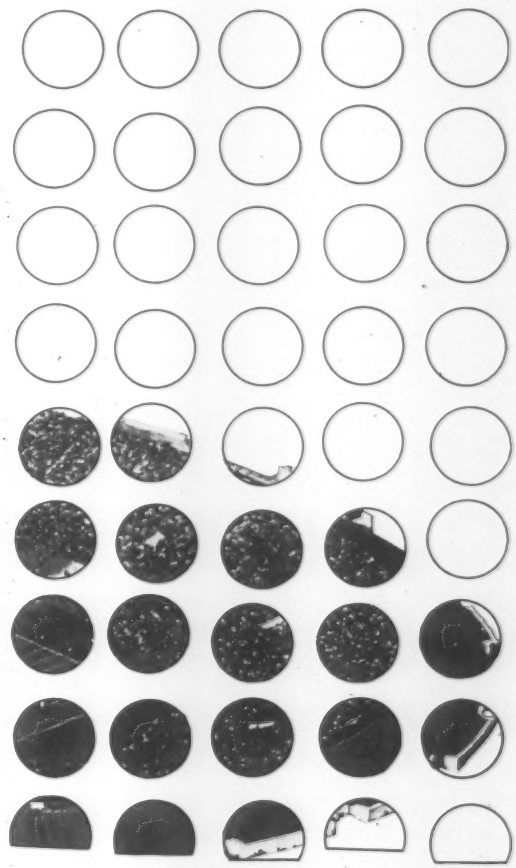
For your WELI *Plus*-Radio* Plan, ask your H-R man! In Boston, call Eckels!

**Full-scale merchandising, from Sound to Sales*



WELI

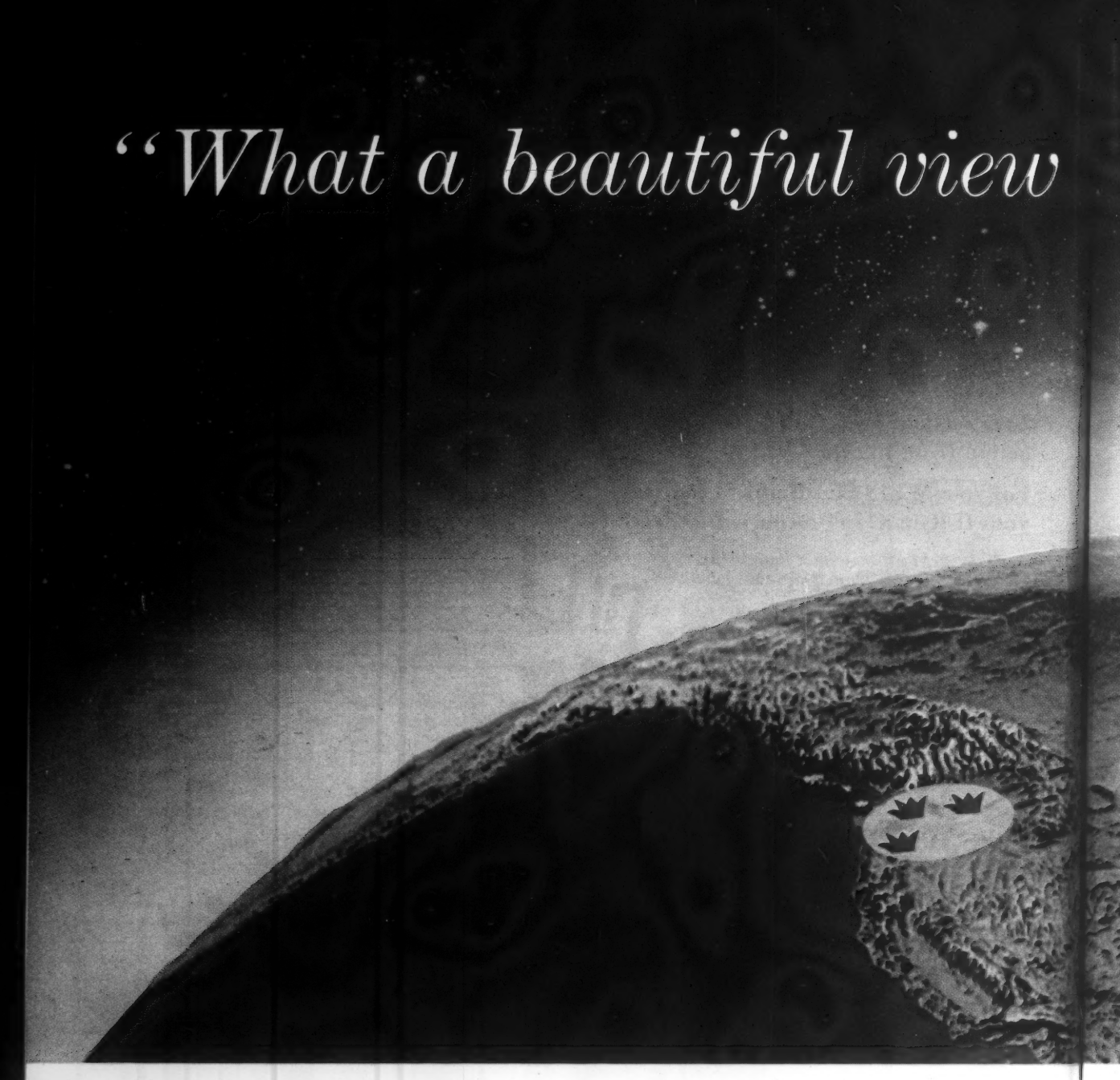
THE SOUND OF NEW HAVEN



5000 WATTS / 960 KC

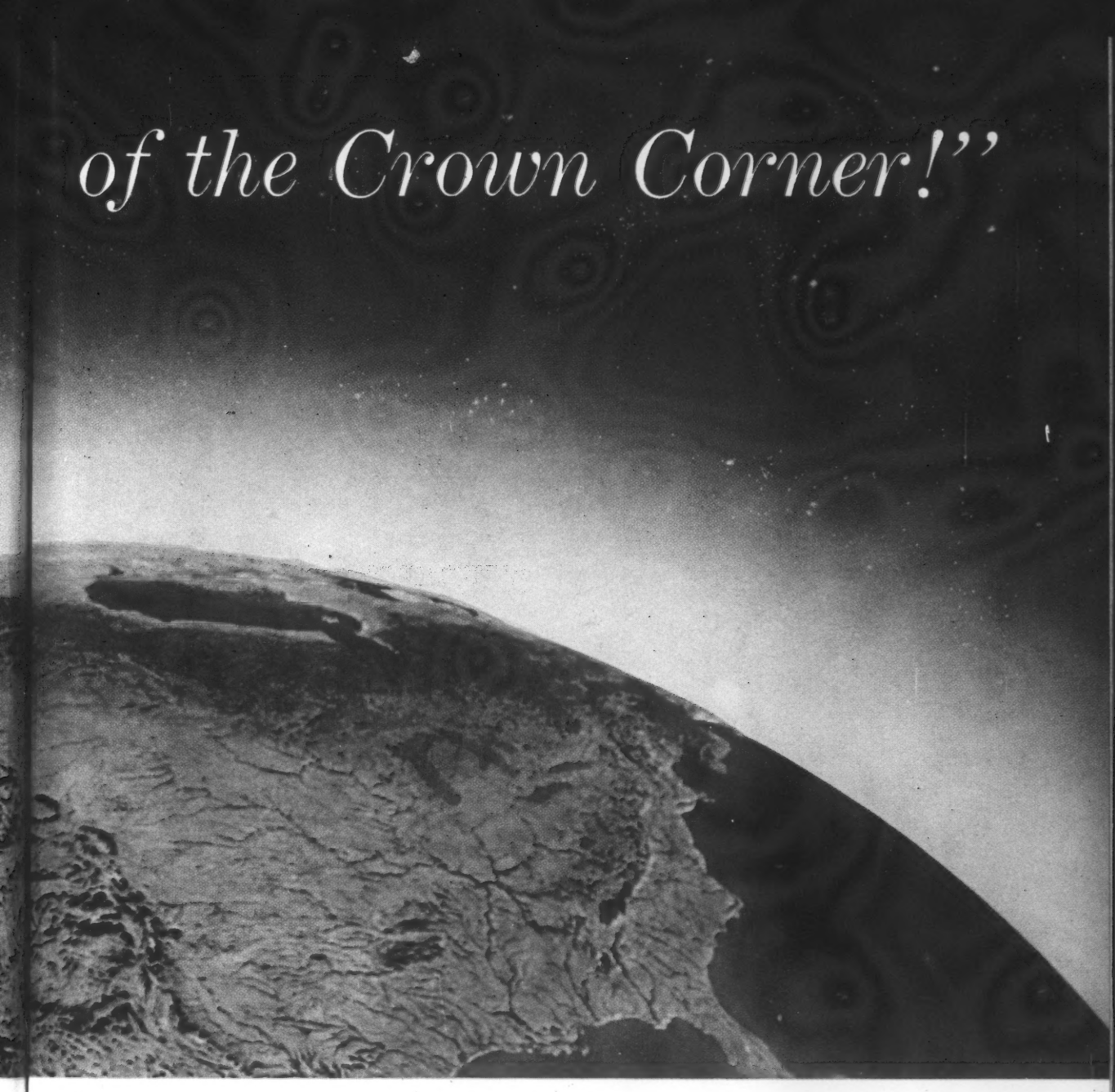
NEW HAVEN, CONN.

"What a beautiful view



Thank you, Commander Shepard and Captain Grissom. ♛♛♛ Not for the quote, of course – just for the idea. ♛♛♛ Seems we have a problem of pinpointing the location of the Crown Stations for some of our advertising friends in New York, Boston, Philadelphia, Cleveland, Detroit, Chicago, etc. ♛♛♛ So just for the record: ♛♛♛ We operate the three most enterprising broadcast operations in Portland, Seattle, and Spokane (TV, AM, and FM). Together, we cover 75% of your customers in the Pacific Northwest. ♛♛♛ There is one further item that needs clarification. ♛♛♛ Strange as it seems, there are still a few time buyers around who continue to think of the Pacific Northwest as the end of the line. Indians, loggers, dance-hall girls, bewhiskered prospectors and all that stuff. Sort of an authentic Gaslight Club. ♛♛♛ We wish to correct that impression. Most of the Indians we know are now selling mutual funds, building 707 jets, or designing atomic reactors. The sons and daughters of the loggers and the dance-hall girls are either erecting new apartment houses or speculating in soy bean futures. And honestly,

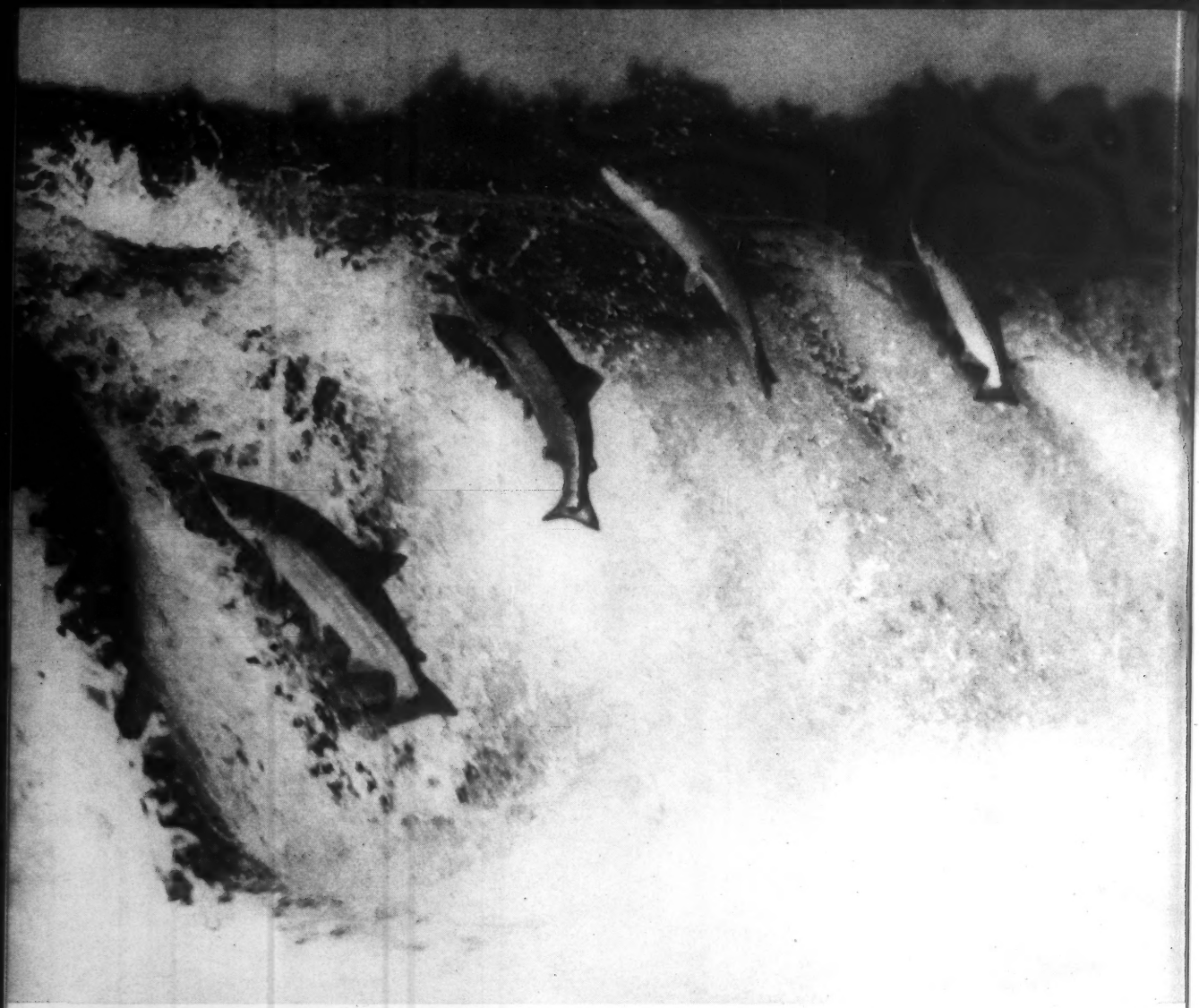
of the Crown Corner!"



we haven't seen a man with a beard since the last time we visited San Francisco. ♛♛♛ The truth is the Pacific Northwest is jumping. We're even jumping ahead of New York with an internationally recognized Fair – the Seattle World's Fair– starting next spring. We have 4,000,000 people making more money than ever before. We've become the second largest and second richest market in the West. Second only to California, of course, and they're second to nobody (as you may have heard). ♛♛♛ One last word. Our major claim to fame is not that we blanket the big population centers of the Pacific Northwest. Our major claim is that we serve them. ♛♛♛ Know a more beautiful way to sell?

THE CROWN STATIONS

KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane



there is nothing harder to stop than a trend

ABC-TV, with 8 out of the top 15 shows, again shows the way in audience ratings.*

Where program popularity counts most... in the markets where they can watch all 3 networks . . . most homes continue to watch ABC. The latest 24-Market Nielsen also records some leading reasons for ABC's popular victory: *Adventures in Paradise, The Untouchables, Naked City, My Three Sons, 77 Sunset Strip, Lawman, The Flintstones, The Rebel*...8 shows, that is, in the top 15. More shows, that is, than Nets Y & Z combined. More grist for the trendmill.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending August 20. All commercial programs, Monday through Sunday, 6:30-11:00 P M.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
September 11, 1961, Vol. 61, No. 11

WHAT COULD REPLACE OPTION TIME?

■ CBS-TV's new compensation plan might set the pattern
■ Networks would need stronger position with affiliates
■ Agencies might become potent force in station programming

New patterns are beginning to take shape in the relationships between television networks and their affiliates and may be propelled into reality by decisions to be reached in the next few months.

The result may, in turn, produce changes in the buying habits of advertisers and lead to more widespread involvement of agencies in the programming decisions of stations.

The speed with which the new outlines take form will depend primarily on what FCC does in its pending option-time case. But FCC's impending action is not the only energizer at work. The whole question of network program clearances, already a multi-million-dollar problem for the networks, is becoming more difficult for both networks and advertisers and is therefore commanding more time and thought in search of fresh solutions.

If option time is abolished, then obviously the traditional network-affiliate relationship will move into a totally new era to be governed by a totally new set of values. If option time is wholly or partly retained, a new set of approaches will probably evolve gradually from the networks in an effort to increase their importance to their affiliates and thus solidify the access at least partially assured them by option time.

Odds Stacked ▪ These views, although not unanimously held, reflect the consensus of representatives of both extremes in the debate over the importance or unimportance of option time in the networking economy. It is also their consensus that the odds are higher than 50-50 that FCC's decision will go heavily against option time.

This opinion is a seemingly realistic extension of the sequence of events in which (1) FCC ordered option time cut from three to two and a half hours per day-part (BROADCASTING, Sept. 19, 1960) (2) The networks did not appeal this decision but opponents of option time did, on the ground that it is not only improper but illegal, and (3) FCC asked the court to return the case without decision, so that the commission could have a fresh look at it.

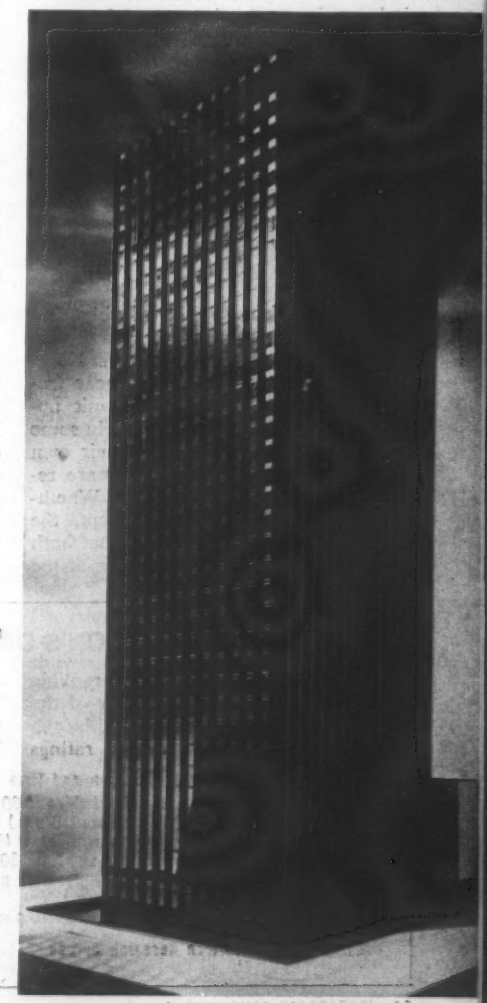
This look is now coming up. FCC has set Oct. 6 as deadline for filing comments and Nov. 3 for oral argument. The networks indicated last week that they would not let pass this opportunity to marshal as strong a case as they can make in opposition to critics—notably KTTV (TV) Los Angeles and the Justice Dept.—who contend that option time violates antitrust law and must therefore be abolished. The networks will renew their contention—which FCC itself recognized while cutting the amount of option time by a half-hour—that networking is in the public interest and that option time is essential to successful networking.

New Patterns ▪ Apart from the option-time question, some new patterns in the affiliate-network relationship already are at least vaguely visible. The clearest to emerge thus far is CBS-TV's new station-compensation plan, which instead of a flat rate offers a higher level of payment for clearances beyond a certain number of hours (BROADCASTING, May 8).

Critics have charged that the plan was designed to circumvent the cutback in option time, and FCC is investigating it along with other nonstandard contracts of all networks. CBS officials deny the plan was intended to be a substitute for option time but acknowledge that its end result may incidentally run in that direction.

Authorities at the other networks will not say that they might introduce similar plans, and some officials contend it would be both ineffectual and unnecessary to do so, but observers generally feel that if the plan passes muster with FCC and also with CBS-TV affiliates, then eventually its principles will be reflected in affiliation contracts offered by ABC and NBC.

CBS-TV Plan ▪ The plan as developed by CBS-TV eliminates the stand-



Plan for CBS New York

Construction of CBS headquarters building may be delayed by death Sept. 1 of its architect, Eero Saarinen. Mr. Saarinen had completed model (pictured at right), and he and associates were at work on final drawings. He conceived structure without interior supports to provide unobstructed floor space. Exterior would be faced with granite that would weather to charcoal gray. Site is on New York's Sixth Avenue between 52nd and 53rd Streets.

ard system of paying affiliates 30% of their gross rates for each so-called "converted hour" of commercial programming that they clear (after the first free hours). Instead, the plan pays 10% for each hour up to a certain level—about three-fifths of all commercial orders—and 60% of their rates for each hour cleared after that.

The dollar importance of clearances was emphasized by CBS-TV when it first detailed its new plan last spring. Officials said non-clearance of CBS-TV commercial orders during the first quarter of this year ran at a rate which, if projected over the full year, would mean $15 million in unrealized business for CBS-TV. Uncleared orders during that quarter, according to officials, were 61% higher than in the same period of 1960.

At that time CBS-TV had been having an especially difficult clearance problem on morning programs, which officials say has since been substantially cleared up, but reports from all three networks and from a number of advertisers say the general clearance problem—especially on nighttime shows—is becoming worse instead of better.

Closer Affiliate Relations ▪ There are differing views on what the networks would or might do to shore up clearances if option time were eliminated entirely or substantially. It appears generally agreed, however, that one of their first moves would be to step up the already-steady tempo of their station-relations activities in terms of more personal visits and even more frequent telephone and postal liaison with affiliates.

Agencies also would probably find themselves engaged more heavily in evangelistic work directly with stations. Agency executives already appear frequently on network closed-circuit appeals to improve clearances and in some cases go themselves or send their own emissaries to woo affiliates who are reluctant to clear their programs. Whether option time is killed or kept, the prevalent belief appears to be that both network and agency intervention at the station level is more apt to increase than diminish over the next few years.

This personal evangelism would be designed to minimize the so-called "checkerboarding" effect which many network authorities insist would become rampant if option time were abolished. Their contention is that especially in prime-time periods many stations would substitute local or national spot programs which yield them a better financial return, either moving the corresponding network shows into less desirable hours or rejecting them outright. Thus, according to this argument, advertisers could not be assured of reaching the audiences they were trying to reach and in addition would lose the benefits of high-rated adjacent shows.

New Buying Plans ▪ If this argument should prove true to an extreme degree then the corollary contention is that the advertisers would overhaul their current buying practices, redirecting great chunks of their budgets into spot television or other media.

At the opposite extreme is the viewpoint, shared privately by some network authorities, that abolition of option time would have no real effect on networks, advertisers or affiliates. This contention is based on the reasoning that clearance problems exist even within option time—most spectacularly in the area of public-affairs programming — and that therefore option time does not solve anything that strong programming can't solve better.

Those who take this tack argue that non-clearance stems essentially from one of four causes:

1. Desire to substitute special local-interest programs on a one-time basis: local election returns, local sports events, civic ceremonies and the like. This form of non-clearance within option time is specifically provided for in FCC rules and, while it runs into a lot of money for the networks, it is understandable and there's nothing the networks can do about it in any case.

2. Inadequate allocations: Three networks trying to get their programs into markets that have only two stations. This is obviously impossible to do on a live-feed basis. FCC recently took steps to clear up this problem in most of the major markets which still lack a third station, but the new stations remain to be built and in the meantime the competition for clearances is bitter and is apt to remain so.

3. Station avarice: This typically shows itself when a station pleads "public interest" in rejecting a prime-time network program and then substitutes a syndicated series which, sold on a local or national spot basis, brings a higher financial yield than network shows return. Some authorities contend this practice is growing because an increasing number of station managers are getting over-rides or other commission arrangements in their employment contracts and thus are exceptionally sensitive to their stations' profit-and-loss sheets.

4. Rejection of network offerings on grounds that they are too violent, lacking in taste or for other reasons are unsuitable for broadcast: This is seen as a relatively insignificant factor in the overall clearance problem. Said one official: "Not many stations have this sort of irascible integrity."

Financial Incentive Plan ▪ The possibility of solving clearance problems by holding out a bigger financial carrot to stations—unless it's a carrot too big for the networks themselves to swallow—also is discounted by a number of authorities. Their argument is that escalator compensation arrangements, somewhat akin to CBS-TV's new plan but working up to an approximate 50-50 split of the net billings, were standard features of radio network affiliation contracts for many years and yet did little or nothing to stem the tide when it turned against network radio.

On this reasoning—which obviously is not shared by CBS-TV officials—those who question the advantages of the escalator system of compensation get back to their argument that it is the quality and appeal of network programming that will always be the deciding factor in selling programs both to advertisers and to affiliates.

The timing of network orders—whether the networks get their schedules set and tentatively sold in time to seek clearances before affiliates have made other commitments—also bears on the problem, as does the volume of non-network programming that is available to stations. This latter factor is cited by both those who think that option time is essential to insure clearance and those who think it isn't.

There are those who argue that the diminishing volume of production for syndication is creating a scarcity of first-run material which, with or without option time, leaves affiliates more than

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 30-Sept. 6 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 31	**The Untouchables** (9:30 p.m.)	ABC-TV	20.2
Fri., Sept. 1	**Twilight Zone** (10 p.m.)	CBS-TV	18.5
Sat., Sept. 2	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	24.0
Sun., Sept. 3	**What's My Line?** (10:30 p.m.)	CBS-TV	20.2
Mon., Sept. 4	**Barbara Stanwyck** (10 p.m.)	NBC-TV	19.7
Tue., Sept. 5	**Thriller** (9 p.m.)	NBC-TV	18.1
Wed., Sept. 6	**U. S. Steel Hour** (10 p.m.)	CBS-TV	23.0

Copyright 1961 American Research Bureau

Above are stills from two Lionel commercials prepared by Grey Adv. Still on the left shows a boy "blow molding" a globe from the toy firm's plastics kit. A youngster and his dad (right) run a set of Lionel's HO trains.

TV PREVIEW

Lionel Corp.'s toy and train division, New York, which, it says, will spend just under $1 million (time costs) in tv between early October and the week before Christmas, has made a series of eight one-minute and three 20-second commercials for the holiday-season drive.

Lionel, which reports it invested about half that amount in tv last year, is planning to use 75 markets in the U. S. and eight in Canada, as well as half of NBC-TV's *Thanksgiving Day Parade* Nov. 23. Lionel's agency, Grey Adv., New York, now in the midst of setting up the spot drive, is trying to get spots on children's shows (4-7 p.m.).

Jacques Zuccaire, Lionel's toy and train division advertising director, noted last week, "Lionel is well aware of the dubious publicity accorded the toy industry concerning exaggerated commercials. This year's Lionel commercials were very carefully prepared to assure compliance with the NAB Code which seriously frowns on unrealistic glorification of toys. Our trains and science sets will do all that our tv commercials claim they will do."

The eight commercials, made at Transfilm-Caravel and Eastern Films studios in New York, include one for each of eight Lionel products—famous inventor series, weather station, plastics kit, electronics engineering, HO trains, satellite launching car, minute man rocket launcher, and sheriff and outlaw and gold bullion car.

ever dependent on their networks not only for news, information and big entertainment shows, but also for virtually all network offerings.

Others contend that the volume of syndicated programming is greater than ever—because of the growing number of off-network shows now being offered through syndication—and that therefore affiliates would program more of this syndicated material and clear less network programming if option time didn't exist.

There is general agreement that affiliates currently are clearing—and being asked to clear—more network material than option-time rules now require. On the average day each network is feeding some 9 to 10 hours, of which 7 and a half are in option time.

To get as much clearance as possible, some inducements are built in—for example, local cut-ins for station sale within NBC-TV's *Today* and *Jack Paar Show* (not included in the foregoing estimate of total network hours), and *Gunsmoke* re-runs which CBS-TV is offering this fall under the title of *Marshal Dillon* and which the affiliates are free to sell locally or in national spot. There is some speculation that this sort of arrangement may become more prevalent as an extra incentive to affiliates as the drive for clearances continues, whether option time continues or not.

CHRYSLER CONFIRMS AD BUDGET BOOST

NBC-TV special among plans revealed at junket for newsmen

The long-range prospect of increased broadcast billings from Chrysler Corp. appeared good last week as company executives confirmed earlier reports of plans to step up overall advertising effort, including new network tv spending after the first of the year (BROADCASTING, Aug. 28).

Details aren't yet set, except that Chrysler plans an NBC-TV one-hour special in February featuring scenes from current top Broadway shows.

The public introduction date of all Chrysler Corp. cars has been advanced one day to Sept. 28 and the firm's 84 models in the Valiant, Lancer, Plymouth, Dart, Dodge Polara 500, Chrysler and Imperial lines will be promoted through Chrysler's co-sponsorship with Gillette of the World Series on NBC-TV. The baseball buy is part of the firm's $3.5 million sports package that also includes football and other special events. Leo Burnett Co., Chicago, is agency for the corporate account.

N. W. Ayer, Philadelphia, is buying a major market radio spot campaign this fall to build dealer showroom traffic for Plymouth-Valiant. BBDO, Detroit, is buying tv spots for Dodge and Dart, and Young & Rubicam, New York, is buying tv spot for Chrysler.

Lynn A. Townsend, Chrysler's new

Detroit SRA meeting

Premiere meeting of the newly organized Detroit chapter of the Station Representatives Assn. will feature Gail Smith, director of television advertising for General Motors. The date is Sept. 25, the day before he appears in New York to testify before the FCC. The new SRA chapter will meet at Detroit's University Club and all key agency and client contacts, particularly those in broadcast decision-making positions in the auto market, will be invited to attend. Charles Fritz, vice president in charge of the Blair offices in Detroit and president of the new SRA chapter will preside.

president, told newsmen Wednesday that under the firm's reorganization program, now in full swing, "we are using our strength to get stronger." He admitted that since 1957 "we have not made a satisfactory showing either in sales or in earnings," but said the firm has "great depth of resources" in financial reserves, physical plant and technical skills.

More Than Before ▪ Right now, he said, "by far the greater part of our attention is being directed at improving the effectiveness of our total selling effort. This means a continued high level of expenditure for aggressive and informative advertising." Later he said this means "more" advertising than the "substantial" amount used heretofore.

Chrysler officials expressed pleasant surprise at the number of radio-tv newsmen who turned out last week to cover the firm's preview of its new cars on a news junket aboard a ship on Lake Erie sailing between Detroit and Cleveland and at the test driving range outside of Clevland. Of 175 reporters on the three-day trip, three dozen were working broadcasters.

Chrysler's radio-tv news unit, staffed by former professional broadcasters, were busy arranging facilities for executive interviews and processing and shipping tapes and films to stations. The radio-tv service is headed by Bob Shafer, former news director of WCCO-TV Minneapolis. The tv newsfilm production supervisor is Kendrick Williams, formerly with NBC-TV in Washington.

Aboard ship, Chrysler operated a radioteletype station under special one-day authority from the FCC to relay some 100,000 words of print media news copy to Western Union. Chrysler said this is the first such authority from FCC used for this purpose by the automobile industry. Broadcasters also used ship-to-shore phones for beeper reports.

Business has been so good...

NORMAN, CRAIG & KUMMEL REVAMPS MEDIA DEPARTMENT

Business at Norman, Craig & Kummel, New York, the nation's 29th largest advertising agency, has been so good this year that last week it reshuffled its media department better to service its growing list of clients.

The department was reorganized into three separate buying groups, with each group responsible on distinct accounts for the purchase of print, broadcast and outdoor media. Formerly NC&K's media structure was divided separately into print, outdoor and broadcast sections.

A spokesman for NC&K said the realignment was motivated by the agency's "recent expanding volume of business." In the past nine months Norman, Craig & Kummel has obtained Colgate-Palmolive's Ajax account (from McCann-Erickson) with billings of $3 million; Schick Inc. account (from Benton & Bowles) with billings of $3 million and the Wash N' Dri account of the Unexcelled Chemical Corp. (from Warwick & Legler) with billings believed to be about $1 million. During the same period the agency lost only the Ronson Corp. account for the company's lighters and accessories (to Doyle Dane Bernbach), which billed $3 million, and the Speidel Corp. account (to McCann-Marschalk) billing about $1.5 million a year. These shifts reportedly resulted in a net gain of at least $2.5 million to the current rate of annual billing for the agency, which in 1960 was about $33 million (of which $16.7 million, or some 47%, was in broadcasting). Indications are that this year the agency is putting more of its total billings into broadcast.

The media department change also involved several personnel shifts. Eugenie Stamler, NC&K's vice president in charge of the print buying section, was named head of overall media relations.

Henry Halpern, who had been acting media director, relinquished his media responsibilities but continues as marketing and research director and vice president.

Murray Roffis, who for the past seven years has been a media supervisor at McCann-Erickson, was appointed assistant vice president and media director of the agency. Mr. Roffis was previously media buyer at both Compton and Maxon. He will head one of three newly-created buying groups. The other two buying groups are headed by Sheldon Boden, an assistant vice president and formerly chief timebuyer for the agency, and George Coleman, also an assistant vice president and formerly in charge of media services. Norman, Craig & Kummel clients coming under the jurisdiction of Mr. Roffis include Colgate-Palmolive; Mr. Boden will be responsible for the Chesebrough-Pond's Co., among other advertisers, and Mr. Coleman will handle media buys for Schenley Industries Inc., as well as several other agency clients.

Miss Stamler, though not involved with any of the individual media buying groups, continues on the Maiden Form Brassiere Co. and Chanel Inc. accounts.

In still another move, the agency announced that it had formed a separate media research department specifically to facilitate media buys. Bruce Erickson was named manager of the new department.

Also in advertising...

Car market analysis ▪ Westinghouse Broadcasting Co., New York, in the first of a series of marketing analysis reports planned for the coming months on various product categories, has released an automotive report to agencies and their clients. The study, which was originally conducted by The Pulse Inc. for its May 1961 Tv Profile, has been retabulated and extended to show how much was spent for new cars, including trade-in value. Among the major findings in the studies: one out of two families never buys a new car, and the top fourth in total income buys almost one-half of all cars costing $3,000 or more.

Agencies join ▪ Consolidation of Leonard & Preston Adv. with Warren & Litzenberger, both Davenport, Iowa, was announced in a joint statement by the two agencies last week. In the merger, Sam Preston, formerly of Leonard & Preston, becomes a partner in the new firm.

New affiliation ▪ Co-ordinated Marketing Inc., New York, and their subsidiary Co-ordinated Public Relations Associates, whose total billings are over $8 million, have affiliated with Bergenholz & Arnesen, Copenhagen, and Centrum Fur Absatzforderung (center for marketing), Zurich.

Bowling presentation ▪ Radio Advertising Bureau, New York, in a presentation aimed at bowling lane proprietors, reports that in 1961, more than 27 million Americans will spend over $1 billion in bowling alleys. In a previous RAB survey of local business, more than 40% of the stations responding reported revenue from bowling lane proprietors.

12th Sterling Year

THE JACK STERLING SHOW

featuring:

The Sterling Quintet with Tyree GLENN, Mary OSBORNE and her ALL-GIRL GUITAR!

MONDAY–SATURDAY 6-10 AM

Allen Gray's HOUSEWIVES' PROTECTIVE LEAGUE

HOUSE-PARTY ★ with ★ A·R·T L·I·N·K·L·E·T·T·E·R

MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN! MOORE FUN!

Garry Moore

Crosby and Clooney

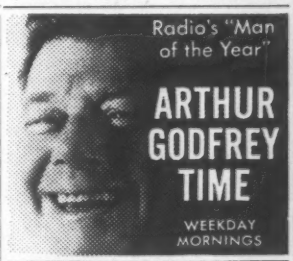
"TUNEFUL TWOSOME!"

Seats available every Monday through Friday

CATCH ALL THE YANKEE GAMES

Play-by-Play: Mel Allen, Red Barber, Phil Rizzuto

Willis Conover's HOUSE OF SOUNDS JAZZ HOT AND COOL



Radio's "Man of the Year"

ARTHUR GODFREY TIME

WEEKDAY MORNINGS

New York Philharmonic Symphony Orchestra

LEONARD BERNSTEIN, Musical Director

MATINEE—Continuous Performance

BOB DIXON

MARTHA WRIGHT

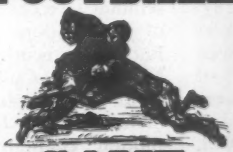
KENNETH BANGHART

MONDAY THROUGH FRIDAY

AT YOUR SERVICE

MONDAY THROUGH FRIDAY

IVY LEAGUE FOOTBALL



GAME OF THE WEEK

WAY OFF BROADWAY

Along Castleton Avenue in Staten Island, River Road in Red Bank and Bradley Street in Westport, these are the shows that are drawing bigger audiences than all the Broadway and Off-Broadway theatres put together.

In the entire New York area—where show biz is the most—the radio station that presents the most (and virtually the only) show business as usual is WCBS Radio. National headliners such as Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby and Rosemary Clooney appear with New York's favorite local stars.

Around town, the "crack" of dawn has come to mean another Sterling witticism as The Jack Sterling Show opens the bill from 6-10 am for the 12th straight year.

Following the all-star CBS Radio Network line-up, Allen Gray opens the matinee with the New York company of the Housewives' Protective League. This is the famous "program that sponsors the product." Very big at the box office and the supermarket cash register.

For the rest of the afternoon, Bob Dixon, Martha Wright and Kenneth Banghart are At Your Service. Fashion, food, news, Dimension, traffic, weather and stock market reports. The new and exciting around town—concerts, restaurants, theatre, movies, sports events. Interesting guests. Fascinating talk.

Late Flash—just signed—Carol Burnett and Richard Hayes starting in the fall in an early evening program of music and comedy.

Even further off Broadway—in Boston, Chicago, St. Louis, Philadelphia, Los Angeles and San Francisco, to be precise—the other CBS Owned Radio Stations, too, are oases of adult entertainment. This *live* show business is another example of the kind of *idea radio* that makes these stations outstanding in their areas. Another reason why audiences applaud and sponsors find that there's big business in show business on

THE CBS OWNED RADIO STATIONS

WCBS New York **WBBM** Chicago **WEEI** Boston **WCAU** Philadelphia **KMOX** St. Louis **KNX** Los Angeles **KCBS** San Francisco **REPRESENTED BY CBS RADIO SPOT SALES**

N.Y.'S SPOT SHARE DROPS

SRA report shows it's still top originator of business, but Chicago and L.A. show big gains

New York, spot broadcasting's top market in originating the business, continues to be No. 1 but it is placing a slightly smaller share of it.

On the other hand, Chicago, which continues as No. 2 market in the U. S. originating national spot either for radio or tv, is gaining heavily in radio, and is ever so slightly ahead of its percentage last year in tv.

Both cities remain comfortably ahead of third-place Los Angeles, though that city is gaining rapidly in originating both radio and tv spot business.

New York agencies now account for 53.5% of the spot radio volume, a considerable drop from last year's 59%. Tv volume moved down from 62.5% to 62.11%. Runnerup Chicago moved up from 18% to 23.4% in radio and from 18.5% to 18.6% in television.

A detailed summary including the top 10 advertising centers in which radio and tv spot originate was made possible by Station Representatives Assn. which is releasing a compilation today (Sept. 11).

SRA earlier reported that national spot radio's estimated gross time sales for the first half of 1961 totaled $89,644,000, a 4.7% decline from the first half of 1960 (BROADCASTING, Sept. 4).

The growth of Los Angeles as an advertising center is reflected in SRA's spot buying report. Radio spot placement emanating there rose from a 3.4% share of all business placed in the U. S. in 1960 to 5.5% this year. The tv spot share was up from 3.5% to 4.25%.

Other compilations by market: San Francisco, up from 3.4% to 4.35% in radio, 3.63% to 4.8% in tv; Detroit, down from 5.8% to 5.72% in radio, up from 1.6% to 1.77% in tv; St. Louis, down from 3.5% to 2.19% in radio, down from 2.8% to 2.57% in tv; Atlanta, down from 3.0% to 2.18% in radio, up from 1.7% to 2.5% in tv; Dallas-Ft. Worth, down from 1.3% to 1.26% in radio but up from 1.2% to 1.57% in tv; Boston, up slightly to 0.47% from 0.4% in radio, and from 0.3% to 1.1% in tv; Philadelphia, down from 1% to 0.8% in radio, but up from 1% to 1.5% in tv.

All other national advertising centers combined placed less of the U. S.' radio spot share (down from 1.2% to 0.34%) and similarly of tv (down from 2.1% to 0.4%).

Spot tv rates leveling off

Spot tv rates in general have gone up this year, but their rate of increase is smaller than in previous years, a survey of rate trends made by The Katz Agency revealed last week. The station representative based its conclusion on a study made of key rates for a sample of 50 major market tv stations, which have been used for similar analyses since 1955.

Among the Katz findings:

- The average increase for daytime minutes on a one-time basis between July 1960 and July 1961 was 2.4%, compared with an 11% increase for the same spot buys between July 1959 and July 1960.
- Rates for 12-plan daytime minutes went up an average 1.3%, compared to a 12.3% average increase in 1960 over 1959.
- Base rates for nighttime half-hours showed an average increase of 2% this year, or 5.6% less of an increase than occurred in 1960 when base rates for the same time periods moved up 7.6% over 1959.

N.Y. seminar to analyze means of using research

The use of research in making advertising decisions will be discussed by Advertising Research Foundation members at their annual conference Oct. 3 at New York's Hotel Commodore.

Among the scheduled speakers: Alfred A. Whittaker, vice president and director of advertising, Bristol-Myers Co.; Clark Leavitt, creative research supervisor, Leo Burnett; David B. McCall, senior vice president and copy chief, Ogilvy, Benson & Mather; Arthur Hull Hayes, president, CBS Radio, and Edward Gudeman, Undesecretary of Commerce (keynote address).

Also to speak: John D. Henry, manager, market research department, Procter & Gamble; Harry V. Roberts, professor of statistics, U. of Chicago; Alfred N. Watson, vice president, marketing services, U.S. Rubber; George H. Brown, director, marketing research office, Ford Motor Co.

RTES overhauls its format

The Time Buying & Selling Seminar of the Radio & Television Executives Society will undergo a complete overhaul this season, it was confirmed last week by RTES (BROADCASTING, Sept. 4, Aug. 28).

Luncheons and guest speakers have been replaced by an eight-week course in the "ins and outs" of broadcasting, taught by industry executives in classroom style.

Kick-off session will be held Oct. 24—with the remaining seven sessions conducted on successive Tuesdays. All will be held 5:30-7 p.m. at CBS Radio studios, 49 E. 52nd St., New York.

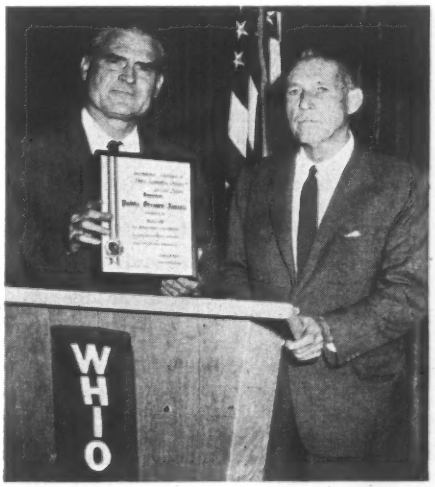
Above, RTES executives discuss the new seminar format. They are (left to right), Roger Bumstead, seminar vice chairman and chairman of registration committee; Claude Barrere, executive director, RTES; Matthew J. Culligan, RTES president; Erwin Ephron, seminar chairman; Harold S. Meden, press & promotion committee chairman, and Cris Rashbaum, seminar vice chairman and program committee chairman.

"WHIO-TV REPORTS"
WINS CIVIL DEFENSE AWARD

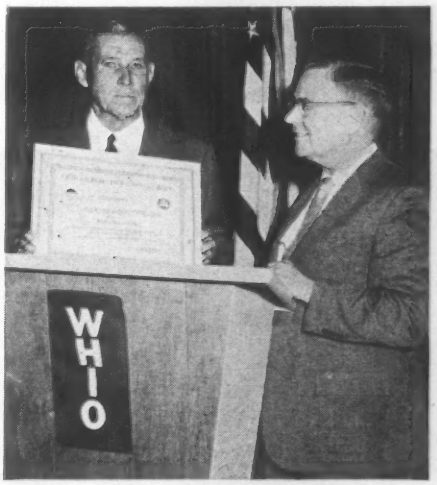
We wish civil defense weren't necessary. Unfortunately, it is. Since this is so, WHIO does what it can to promote awareness—and what it has done has produced award-winning recognition.

WHIO-TV received a special award—one of four given nationally from the International Association of Public Information Officers for Civil Defense. This award was given "WHIO-TV REPORTS," a weekly public affairs program, for a series of discussions on civil defense presented during 1960. The coverage included "CIVIL DEFENSE IN ACTION," "RADIOACTIVE FALLOUT," "FALLOUT SHELTERS," and "NORAD, AMERICA'S WARNING SYSTEM." WHIO Radio, too, won honors for its efforts in behalf of civil defense.

WHIO remains keenly aware of its responsibility, and will continue to keep Dayton area listeners and viewers fully informed on all events of vital local, national, and international interest.



James M. Cox (right), president of WHIO-TV and WHIO Radio, accepts the special Civil Defense award from Rob Roy Begland, Governor of the International Association of Public Information Officers.



Here, Mr. Cox (left), accepts the special Ohio State award for the promotion of Civil Defense on WHIO Radio from Thane Duray, Deputy Director of the Ohio OCDM.

Ask George P. Hollingbery for details of the role played by WHIO-TV, WHIO-AM, and WHIO-FM, in this, Ohio's 3rd, and the Nation's 34th market.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio

SEAL OF GOOD PRACTICE

Radio opens doors for insurance agents

DOES BIG JOB FOR NORTHWESTERN, WHERE OTHER MEDIA FAILED

It took Northwestern National Life Insurance Co. (NWNL), Minneapolis, 25 years to discover radio—and that was purely by chance. Now, 16 months later, Northwestern is not merely one of 111 Northwesterns in the Minneapolis phone book, it is *the* Northwestern and the proof is in its till.

Moreover, it took radio just three weeks to prove its effectiveness—create an image for NWNL, send sales booming and project "Frank Carling" into the region's most popular insurance salesman—to the surprise and delight of Northwestern National.

The switch to radio was long in coming. In fact, it was NWNL's last resort in attempting to spread its message, hitherto apparently unspreadable as relatively few people knew where the company's home office was despite the fact that the agency (in terms of assets) is the largest in Minnesota. Northwestern's previous failures in print media and the various radio successes of BBDO, Minneapolis (its agency) with other clients, finally inspired the move.

Along with radio's magic in telling Northwestern's story was BBDO's maneuver in devising a series of humourous spots, a reversal of the usual stuffy, hard sell associated with insurance advertising. The minute commercials feature Frank Carling, a fictional insurance salesman, and a gang of pesky youngsters he is apt to encounter while making his rounds.

Saturation ▪ The radio endeavor became reality in May of 1960 with the launching of a six week saturation experiment in the Minneapolis-St. Paul area. The plan called for 177 spots per week, the bulk (more than 50%) being aired by WCCO. According to Kenneth K. Wunsch, director of advertising and public relations for NWNL, the schedule could have been cut in half and the same impact achieved. Today NWNL spends about 70% of its ad budget on spot radio.

NWNL has altered its course of action since those early days when Frank Carling was popping up all over the Twin Cities. Today WCCO airs only 12 spots weekly with a like number being shared by other stations in the area. But its operation has gone regional with Frank Carling and the gang spreading their comical antics (and Northwestern's image) as far west as the state of Washington and as far south as Arkansas.

Here's the rundown of the stations airing the commercials: WCCO, KSTP, KRSI, WTCN, WLOL, WMIN, all Minneapolis-St. Paul; KFK, KAKE, KWBB, all Wichita, Kan.; KWBW Hutchinson, Kan.; KARK, KTHS, KLRA, all Little Rock, Ark.; KGVO, KYSS, both Missoula, Mont.; WBAY, WJPG, both Green Bay, Wis.; KALE Richland, KORD Pasco, KEPR Pasco-Kennewick-Richland, all Washington, and about 20 smaller markets placed by NWNL's branch offices in those communities. A spokesman for BBDO said the next major market for the appearance of Frank Carling would be Honolulu where Northwestern is planning a heavy sales pitch in the next couple of months, the firm has offices in 30 of the 50 states.

Measuring Frank Carling's success can be a difficult chore and the drumbeaters don't readily do it. But they are quick to point out the following reports and allow any conclusions to be drawn:

▪ Frank Carling was nominated for the presidency of the Little Rock, Ark., Junior Chamber of Commerce—and almost won.

▪ An NWNL agent posing as Frank Carling invaded Watertown, S. D. (about 200 miles from Minneapolis), received the red carpet treatment from a number of families and made an "astounding" amount of sales.

▪ Mason Adams, the New York actor who portrays Frank Carling, in a recent trip to NWNL headquarters, was so convincing in the role that he has a standing offer to join the firm whenever he wants.

▪ For the first time in 15 years NWNL appeared at the Minnesota State Fair (which ended last week), using a Frank Carling theme, and attracted 15,000 people who were interested in insurance.

And the list continues with each tale seemingly outdoing the previous one.

Frank Carling was created by Brad Morrison, a New York free lance writer-producer (now with BBDO, Minneapolis). Chuck Goldstein Productions, New York, recorded the commercials under the supervision of BBDO's Duane Zimmerman. A total of 25 spots have been recorded, each running 55 seconds with the remaining five seconds being devoted to a live tag identifying a local NWNL agent in a given community.

The culmination of the Frank Carling successes came earlier this year when it was selected by Radio Advertising Bureau as the outstanding regional radio commercial of 1960.

Here's Frank Carling in action, a typical telephone bout with a member

Kevin Sweeney (l), president of RAB, presents to John S. Pillsbury Jr. (c), president of Northwestern National Life Insurance Co., and Bobb Chaney, vice president in charge of BBDO, Minneapolis (now headquartered in the agency's New York office), plaques for the Frank Carling commercial, selected by RAB as the outstanding regional radio commercial of 1960.

4

food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

IN NASHVILLE . . .

*ARB REPORTS WSIX-TV 8 NO. 1 in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

of the younger set.

Tommy (a child): "Hello."
Frank Carling (insurance salesman): "This is Frank Carling of NWNL."
Tommy: "Of what?"
Carling: "Of Northwestern National Life."
Tommy: "Oh, why didn't you say so?"
Carling: "I did."
Tommy: "No, you said NWNL."
Carling: "Yes. That's what we call the company."
Tommy: "Why?"
Carling: "Er . . . ah . . . easier to remember. Like an abbreviation, sort of."
Tommy: "Oh?"
Carling: "Like the word percent. See, what I want to tell your Dad is that he can save four cents out of every dollar on his NWNL premiums by paying them in advance."
Tommy: "Yeah . . ."
Carling: "So instead of four cents on every dollar, we shorten it up and say four per cent, right?"
Tommy: "But how come you call it NWNL instead of Northwestern National Life?"
Carling: "Look, can I just talk to your Dad?"
Tommy: "Sure, I'll call him . . . Hey, J. B., F. C., of NWNL wants to talk to you about saving four P. C."

RIVAL COMMERCIALS

Study analyzes cross-effect of adjacent placements

How much effectiveness—if any—does a commercial lose if a commercial for a rival brand precedes or follows it?

The emergence of participating spot announcements on network and local programs prompted several advertisers to engage Schwerin Research Corp. to conduct three studies in this area. Schwerin released its findings last week and reached these conclusions: A commercial becomes less effective in relationship to the amount and nearness of the competition it encounters; a strong commercial appears to be hurt less than a weaker one, in adjacency situations; a commercial is hurt less if it precedes rather than follows a rival commercial.

In one study, SRC tested four different brands of a household cleaning product by exposing its test audience to all four commercials in a row without intervening entertainment. Subsequently each of them was shown separately as a participating spot in a 30-minute control show with two other commercials for unrelated products. The results indicated that the strongest commercial, when tested alone, had a 37% loss in effectiveness when it battled the other three; the second strongest commercial suffered a 69% loss; the third lost 100% of its effectiveness, and the fourth, ineffective at the outset, remained that way.

The second study involved the testing of commercials for three makes of an appliance, first singly in a 30-minute control program and then all together in the same show. Schwerin reported that the strongest commercial suffered a 39% loss in effectiveness. The other two, which initially had been substantially weaker than the first but had been about even with each other, suffered 97% and 100% loss in effectiveness, according to SRC.

The third study explored the question of preceding or following a rival commercial. Two brands of a drug product were tested, first singly and then together in a control show. When the stronger of a two was placed first in a show, it lost only 22% of its effectiveness but lost 43% when it was placed second. The weaker of the two commercials lost virtually all of its effectiveness when it was placed into contention with the stronger commercial in the control show, SRC reported.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Films Five Inc., 18 East 50th St., NYC 22
Sunbeam Bakers (Sunbeam Bread), six 60s, ten 20s, ten 10s, live, film. Nox Lempert, prod. mgr. Agency: B. A. Advertising Bureau; Robert Pollock, a.e.

Gerald Productions, 421 West 54th St., NYC 19
Mercury Div., Ford Motor Co. (Mercury), one 60, live, film. Lewis Mucciulo, prod. mgr. Agency: Kenyon & Eckhardt; Frank Amy, a.e. and prod. mgr.

International Video Tape, 9015 Wilshire Blvd., Los Angeles 35
Pacific Vitamin Corp. (Ful-Vita), two 50s, live, tape. Richard Rosenbloom, prod. mgr. Agency: Anderson McConnell Adv.; Steve Gardner, a.e., Martin Smith, prod. mgr.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.
Dean's Milk (Milk), one 60, animation, film. Marty Young, prod. mgr. Agency: Clinton E. Frank Co.; Budd Weeding, a.e. Approx. cost: $4,800.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69
Mars Inc. (Candy Bars), one (show-opening) 25, animation, film. John Marshall, prod. mgr. Agency: Needham, Louis & Brorby; Don Zabel, prod. mgr.

Skelton Studios, 1416 North La Brea Ave., Hollywood 28
Miles Laboratories (One-A-Day Vitamins), seven 60s live, tape. Chris Kochoff, prod. mgr. Agency: Wade Adv.; Grover Allen, a.e. and prod. mgr.

Our own nationally honored food authority exemplifies the

QUALITY TOUCH

Julie Benell, twice honored with top awards by the Grocery Manufacturers of America! As food editor of The Dallas Morning News and star of her own "Julie Benell Show" on WFAA-TV (now in its 10th year), she has received countless other awards, including many for her role in public service and humanitarian work. But more important, *she moves merchandise!* Grocers, almost without exception, say they can feel the impact of her endorsement immediately.

WFAA-TV believes in getting the right person for the right job — be it weatherman, sportscaster, or a queen for the kitchen. It is the only way to further that all-important "quality touch" so vital in the selling of a quality product. Doesn't *yours* belong here?

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

P&G HOLDS TOP TV SPOT

Lever, American Home Products place, show in totals for second quarter gross time billing compilations

Procter & Gamble, Lever Bros. and American Home Products were the top ranking network tv advertisers in gross time billing in the second quarter of 1961. Television Bureau of Advertising, New York, also will report today (Sept. 11) that the three giant advertisers also led the list of network advertisers for the month of June.

Leading brands on network tv in the second quarter were Anacin tablets at $2,608,938, Crest toothpaste at $2,154,038, and Winston cigarettes at $2,137,269. These three brands also took top spending positions in the brand listing for June.

In the product category, building materials, equipment and fixtures was an outstanding example among 20 of a total of 28 classifications to show first-half spending increases over the same period a year ago. Gross time billings of building materials network advertisers rose from $1,442,115 in the first half of 1960 to $2,488,140 in the same period of 1961, an increase of 72.5%.

Leading brands advertised in the building materials classification during 1960's first half were duPont paints with billings of $1,447,734; Pittsburgh Plate Glass paints and windows, $645,346, and DeVoe and Reynolds Paint at $130,364.

TvB's second quarter report on tv spot billing was previously released (BROADCASTING, Sept. 4).

Network Tv Advertisers by Product Classification

	June 1961	2nd Qtr. 1961	Jan.-June 1961	Jan.-June 1960
Agriculture & farming	$ 360,030	$ 841,697	$ 1,311,484	$ 1,209,095
Apparel, footwear & accessories	863,141	3,216,984	5,768,285	4,223,212
Automotive, automotive accessories & equipment	3,570,990	10,671,568	23,235,484	26,485,736
Beer, wine	555,501	1,669,668	3,212,532	4,030,002
Building materials, equipment & fixtures	536,578	2,072,293	2,488,140	1,442,115
Confectionery & soft drinks	976,119	4,837,695	10,858,549	8,267,804
Consumer services	277,196	1,542,774	3,176,108	2,032,807
Drugs & remedies	6,904,884	19,597,904	44,787,312	41,587,332
Entertainment & amusement	367,948	444,555	797,270	143,517
Food & food products	11,089,821	34,076,999	68,655,114	57,392,516
Freight, industrial & agricultural development	.....	32,890	270,010	247,530
Gasoline, lubricants & other fuels	1,559,606	4,864,209	8,784,000	7,685,827
Horticulture	94,445	153,834	165,790	371,250
Household equipment & supplies	2,871,699	8,254,915	15,228,073	14,011,659
Household furnishings	298,500	855,441	1,845,537	3,268,621
Industrial materials	1,128,937	3,684,255	9,474,386	10,613,188
Insurance	794,674	2,816,734	5,756,628	5,584,611
Jewelry, optical goods & cameras	1,064,272	3,888,899	6,553,829	5,992,767
Office equipment, stationery & writing supplies	142,709	688,770	1,417,584	1,735,110
Publishing & media	131,206	458,897	1,104,240	43,904
Radio, tv sets, phonographs—musical instruments, accessories	50,868	473,937	1,039,031	2,156,639
Retail or direct by mail	40,929	118,671	145,164	36,792
Smoking materials	6,603,123	20,105,081	39,571,508	39,401,889
Soaps, cleansers & polishes	7,128,767	22,081,128	43,111,675	35,548,883
Sporting goods & toys	315,685	822,478	1,737,790	1,311,932
Toiletries & toilet goods	11,526,640	30,911,269	58,964,120	56,099,021
Travel hotels & resorts	.....	33,829	33,829	765,173
Miscellaneous	640,259	2,140,779	4,376,000	4,245,145
TOTAL	$59,894,527	$181,359,153	$363,869,472	$336,294,077

Source: TvB/LNA-BAR

Top 25 Network Company Advertisers

Source: TvB/LNA-BAR
Second Quarter 1961

1.	Procter & Gamble	$13,247,068
2.	Lever Brothers	8,443,052
3.	American Home Products	7,859,091
4.	Colgate-Palmolive	4,981,283
5.	General Motors	4,753,884
6.	R. J. Reynolds Tobacco	4,739,503
7.	General Foods	4,719,164
8.	General Mills	4,638,908
9.	Brown & Williamson Tobacco	3,914,375
10.	Gillette	3,694,656
11.	Sterling Drug	$3,417,421
12.	Texaco	3,327,770
13.	National Biscuit	3,274,536
14.	S. C. Johnson & Son	3,241,300
15.	Bristol-Myers	3,203,535
16.	P. Lorillard	3,184,379
17.	Miles Laboratories	3,004,013
18.	E. I. du Pont de Nemours	2,801,014
19.	Liggett & Myers Tobacco	2,701,461
20.	American Tobacco	2,376,619
21.	National Dairy Products	2,318,952
22.	Philip Morris	2,186,094
23.	Kellogg	2,176,830
24.	Mead Johnson & Co.	2,076,163
25.	J. B. Williams Co.	1,922,052

Estimated Expenditures of Top 25 Network Brand Advertisers

Source: TvB/LNA-BAR
Second Quarter 1961

1.	Anacin tablets	$2,608,938
2.	Crest tooth paste	2,154,038
3.	Winston cigarettes	2,137,269
4.	Metrecal	1,818,927
5.	Swan liquid detergent	1,745,510
6.	Salem cigarettes	1,596,788
7.	Kent cigarettes	1,548,989
8.	Chevrolet passenger cars	1,470,935
9.	Du Pont paints (home)	1,447,734
10.	One A Day vitamin tablets	1,411,087
11.	Tide	1,378,752
12.	Bayer aspirin tablets	1,312,145
13.	Pall Mall cigarettes	1,302,161
14.	Viceroy cigarettes	1,285,648
15.	Beech Nut gum	1,268,233
16.	Listerine oral antiseptic	1,255,675
17.	L&M cigarettes	1,241,399
18.	Bufferin	1,231,091
19.	Colgate dental cream	1,177,544
20.	Gillette razors & blades	1,104,700
21.	Chesterfield cigarettes	1,039,348
22.	Prudential Insurance Co.	1,025,448
23.	Nabisco cookies	1,025,361
24.	Dristan tablets	1,021,214
25.	Alka Seltzer	985,107

Top 15 Network Company Advertisers

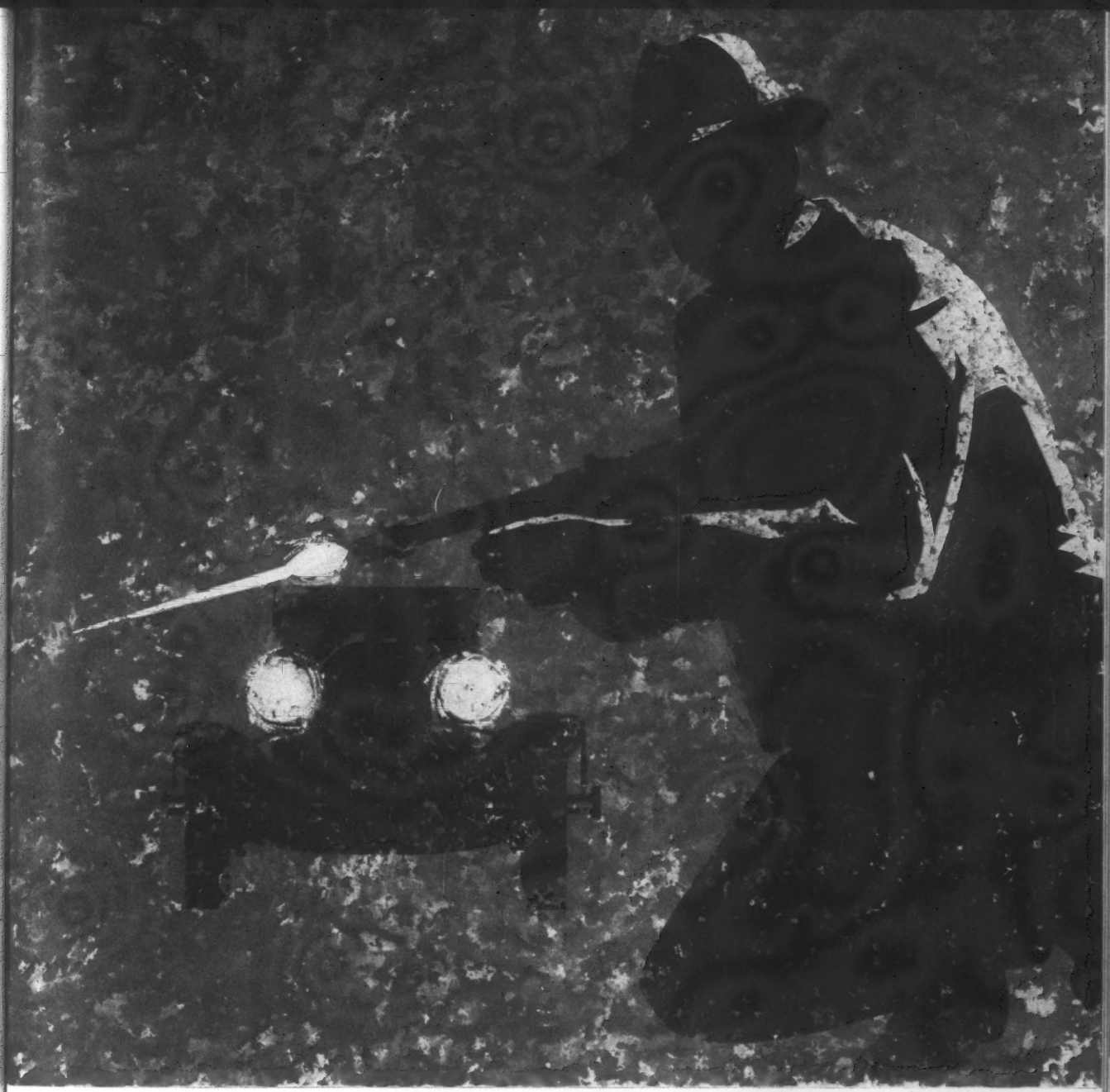
Source: TvB/LNA-BAR
June 1961

1.	Procter & Gamble	$4,698,034
2.	Lever Brothers	3,128,315
3.	American Home Products	2,746,199
4.	Colgate-Palmolive	1,615,957
5.	General Motors	1,614,923
6.	General Mills	1,462,799
7.	R. J. Reynolds Tobacco	1,456,898
8.	General Foods	1,429,472
9.	Brown & Williamson Tobacco	1,259,784
10.	S. C. Johnson & Son	1,256,938
11.	Gillette	1,251,329
12.	Sterling Drug	1,215,876
13.	Bristol-Myers	1,171,738
14.	P. Lorillard	1,161,922
15.	Texaco	1,131,724

Top 15 Network Brand Advertisers

Source: TvB/LNA-BAR
June 1961

1.	Anacin tablets	$881,336
2.	Crest tooth paste	854,293
3.	Winston cigarettes	733,435
4.	Johnson's Raid	617,099
5.	Swan liquid detergent	605,480
6.	Kent cigarettes	579,127
7.	Chevrolet passenger cars	566,749
8.	Viceroy cigarettes	525,354
9.	Lipton tea	469,371
10.	Tide	468,263
11.	Salem cigarettes	465,101
12.	Bayer aspirin tablets	463,329
13.	Metrecal	458,998
14.	Bufferin	451,211
15.	L&M cigarettes	447,745



27 YEARS AGO ON WBNS RADIO

The FBI ended John Dillinger's career in crime outside a Chicago theatre in 1934. His dramatic finale as well as his daring bank robberies and incredible jail breaks were accurately passed along to Central Ohio by its favorite radio station, WBNS.

Newscasts in those days were sponsored by the Ohio Fuel Gas Company as part of its program for good community relations.

In 1934 the Ohio Fuel Gas Co. served 358,000 customers; today, 756,000. Annual sales then were 49.5 billion cubic feet; today, 309.8. Ohio Fuel broadcasts on WBNS help tap the 2¾ billion dollar consumer spendable income of our alert and affluent listening audience.

Now, 324 consecutive months later, Ohio Fuel continues to be a good neighbor with indefatigable Chet Long as the town crier.

This client-station loyalty is solid proof that the home town advertisers who hear their dollars at work also know the wisdom of putting WBNS Radio at the top of their radio advertising budget. John Blair & Company will be happy to fill you in.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

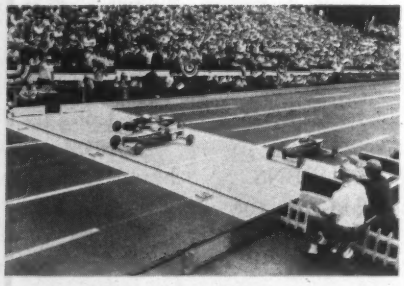
Colorful prelude to the 1961 All-American Soap Box Derby at Akron, Ohio, on August 20 was the Parade of Champions which included the 152 champions and more than 2,500 persons.

THANKS

—to all the champs behind the champs!

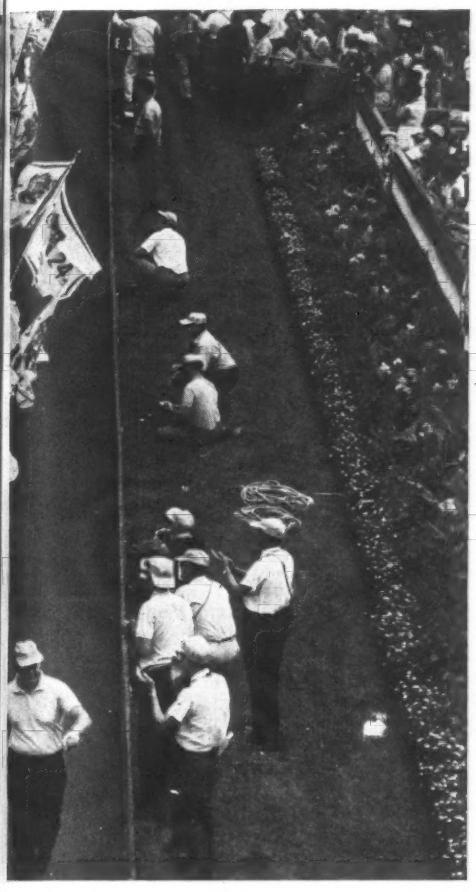
Along with more than 50,000 boys around the world who competed in the 1961 All-American Soap Box Derby, Chevrolet says "Thanks 50,000 times over" to all the Derby sponsors. The All-American theme under which the boys competed in 1961 was "Champions from the Start"—one that fits the sponsors, too, in their continuing efforts in behalf of the Derby. The pleasure of being associated with you in 1961 could be equalled only by the opportunity of working with you again in 1962 on the "greatest amateur racing event in the world." . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Jack Izard, Chevrolet advertising manager, awards Oil Can Trophy to Winner George Maharis. Looking on are Eddy Arnold, Martin Milner, Peter Brown.



Here's the big moment of the 1961 All-American as Winner Richard Dawson finishes ahead of the Ft. Lauderdale, Fla., and Huntington, W. Va., cars.

K. E. Staley, Chevrolet general sales manager, awards first place $5,000 scholarship to Richard Dawson of Wichita, Kansas, 24th All-American Winner.



Soap Box champions from the Philippines, Venezuela, West Germany, Puerto Rico and Hawaii meet at Derby headquarters, Akron.

E. N. Cole, Chevrolet general manager and a General Motors vice president, awards championship trophy to Wichita's Richard Dawson as the champ's mother looks on.

These are 152 newspapers, radio and television stations, civic and fraternal groups represented by the 152 boys who raced in the 1961 All-American:

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albany (Ga.) Optimist Club
Albuquerque (N.M.) Tribune
Alton (Ill.) Jr. Chamber of Commerce
Amarillo (Tex.) Jr. Chamber of Commerce
Ambridge (Pa.) B.P.O.E. 983 & Beaver County Times
Anderson (Ind.) Herald
Asheville (N.C.) Jr. Chamber of Commerce
Ashland (Ohio) Jr. Chamber of Commerce
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Belvidere (Ill.) Daily Republican
Benton Harbor (Mich.) Kiwanis
Bergen County (N.J.) Hackensack Record & Englewood Jr. Chamber of Commerce
Bernardsville (N.J.) Somerset Hills Jr. Chamber of Commerce
Bethpage (N.Y.) Newsgram
Billings (Mont.) F.O.E. #176
Biloxi-Gulfport (Miss.) Daily Herald
Bloomington (Ind.) Daily Herald Telephone & Jr. Chamber of Commerce
Bluefield (W. Va.) Jr. Chamber of Commerce
Bowling Green (Ky.) Bowling Green-Warren County Jr. Chamber of Commerce
Bradford (Pa.) Journal
Bremerton (Wash.) United Veterans Council of Kitsap County
Canton (Ohio) Jr. Chamber of Commerce
Charleston (W. Va.) American Business Club
Charlotte (N.C.) Carolina Broadcasting Co.
Chicago (Ill.) Harborland Jr. Chamber of Commerce
Cicero (Ill.) Life
Cleveland (Ohio) Plain Dealer
Colorado Springs (Colo.) Jr. Chamber of Commerce
Columbia (Mo.) Missourian
Conshohocken (Pa.) Jos. Wagner Post 772, American Legion
Coshocton (Ohio) Jr. Chamber of Commerce
Dallas (Tex.) Optimist, Inc.
Dayton (Ohio) Jr. Chamber of Commerce of Greater Dayton, Inc.
Des Moines (Iowa) Jr. Chamber of Commerce
Detroit (Mich.) News
Dover (N.H.) Lions Club, Inc.
Duluth (Minn.) Herald & News Tribune
Elkhart (Ind.) Jr. Chamber of Commerce
Ellwood City (Pa.) Ledger
Endicott (N.Y.) WENE-Radio
Eugene (Ore.) KORE-Radio
Evansville (Ind.) Jr. Chamber of Commerce
Findlay (Ohio) Jr. Chamber of Commerce
Flint (Mich.) Journal
Ft. Dodge (Iowa) Jr. Chamber of Commerce
Ft. Lauderdale (Fla.) News
Ft. Worth (Tex.) Star-Telegram
Fredericksburg (Va.) Free Lance-Star
Gary (Ind.) Post-Tribune
Glen Burnie (Md.) Kiwanis Club
Grand Junction (Colo.) Daily Sentinel
Greeley (Colo.) Jr. Chamber of Commerce
Greensboro (N.C.) Jr. Chamber of Commerce
Hamilton (Ohio) Jr. Chamber of Commerce
Hancock (Mich.) F.O.E. Aerie #382
Hartford (Conn.) Times
High Point (N.C.) Jr. Chamber of Commerce
Huntington (W. Va.) Jr. Chamber of Commerce
Indiana (Pa.) Evening Gazette
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber of Commerce
Kalamazoo (Mich.) WKZO AM-TV & Optimists
Kansas City (Mo.) Ararat Temple
Knoxville (Tenn.) Jr. Chamber of Commerce
Kokomo (Ind.) Foreman's Club & Tribune
Lancaster (Ohio) Eagle-Gazette
Laredo (Tex.) Times
Levittown (N.Y.) Police Boys' Club
Levittown (Pa.) Bristol Courier-Levittown Times
Lockport (N.Y.) Union Sun & Journal-Sunrise Optimist Club
Lubbock (Tex.) Avalanche-Journal
Lynchburg (Va.) Jr. Chamber of Commerce
Mankato (Minn.) Jr. Chamber of Commerce
Mansfield (Ohio) News-Journal
McKeesport (Pa.) Daily News
Meridian (Miss.) Star
Michigan City (Ind.) Jr. Chamber of Commerce
Middletown (Ohio) Optimist Club
Midland (Tex.) Jr. Chamber of Commerce
Minneapolis (Minn.) Jr. Chamber of Commerce
Mission City, B.C. (Can.) Fraser Valley Record
Moses Lake (Wash.) Jr. Chamber of Commerce
Muncie (Ind.) Star
Natchez (Miss.) Optimist Club
New Orleans (La.) States-Item & Recreation Dept.
New Philadelphia (Ohio) Jr. Chamber of Commerce
Newport News (Va.) Hampton Roads Jr. Chamber of Commerce
Norfolk (Neb.) Optimist Club
Norfolk (Va.) Virginian-Pilot
Norristown (Pa.) Jr. Chamber of Commerce & Times Herald
Omaha (Neb.) Optimist Club
Orange (Va.) Jr. Chamber of Commerce
Owensboro (Ky.) Messenger & Inquirer
Paducah (Ky.) Optimist Club & Jr. Chamber of Commerce
Parkersburg (W. Va.) Jr. Chamber of Commerce
Pensacola (Fla.) Fiesta of Five Flags
Peoria (Ill.) West Central Broadcasting Co.
Petersburg (Va.) Progress-Index
Phoenix (Ariz.) KOOL Radio-TV
Portland (Ore.) Oregon Television, Inc.—KPTV
Poughkeepsie (N.Y.) Jr. Chamber of Commerce
Providence (R.I.) Providence Radio, Inc.—WICE
Ravenna-Kent (Ohio) Record-Courier
Riverton (Wyo.) Jr. Chamber of Commerce
Roanoke (Va.) Times and World-News & Optimist Club
Rochester (Minn.) Jr. Chamber of Commerce
Rochester (N.Y.) Times-Union
Rock Island (Ill.) Blackhawk Shrine Club & Davenport Newspapers
Roswell (N.M.) Daily Record
Sacramento (Calif.) 20-30 Club, Sacramento #1 & KCRA Radio-TV
Saginaw (Mich.) Jr. Chamber of Commerce
St. Catharines, Ont. (Can.) Standard
St. Charles (Mo.) Daniel Boone Derby Association (Committee of Moose Lodge)
St. Marys (Pa.) Daily Press
St. Paul (Minn.) Jr. Chamber of Commerce
Salem (Ore.) Capital Journal
Salisbury (N.C.) Recreation Dept.
San Bernardino (Calif.) Sun
Savannah (Ga.) Jr. Chamber of Commerce
Sedalia (Mo.) Jr. Chamber of Commerce
Sheboygan (Wis.) Press
Sidney (Ohio) Printing & Publishing Co.
Sioux City (Iowa) Jr. Chamber of Commerce
Sioux Falls (S.D.) Argus-Leader
Smyrna (Ga.) Jr. Chamber of Commerce
Southampton (N.Y.) Southampton and Bridgehampton Lions Clubs
South Bend (Ind.) Jr. Chamber of Commerce
Springfield (Mass.) Jr. Chamber of Commerce
Staten Island (N.Y.) North Shore Kiwanis Club
Tacoma (Wash.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTVT-TV & Jr. Chamber of Commerce
Temple (Tex.) Exchange Club
Toledo (Ohio) Jr. Chamber of Commerce
Waco (Tex.) News Tribune and Times Herald
Warren (Ohio) Tribune Chronicle
Warsaw (Ind.) Kosciusko County Shrine Club
Washington (D.C.) WTOP-Radio
Watertown (S.D.) Public Opinion
Westbrook (Maine) Jr. Chamber of Commerce
Wichita (Kans.) Eagle & Beacon
Winston-Salem (N.C.) Jr. Chamber of Commerce
Wooster (Ohio) Daily Record
Zanesville (Ohio) Jr. Chamber of Commerce & Times Recorder
Germany, Adam Opel A/G
Honolulu (Hawaii) Advertiser; Parks & Recreation Dept.; Aloha Motors; Service Motors
Philippines, Northern Motors & International B.F. Goodrich Corp.
Puerto Rico, Caribe Motors Corp.; "El Imparcial"; International B.F. Goodrich Corp.
Venezuela, General Motors de Venezuela, S.A.; The General Tire & Rubber Co., International Division; Sears, Roebuck de Venezuela, S.A.
Y.M.C.A. Pepsi-Cola de Venezuela

SOAP BOX DERBY
CHEVROLET

Sweeney calls for 'above-par' selling

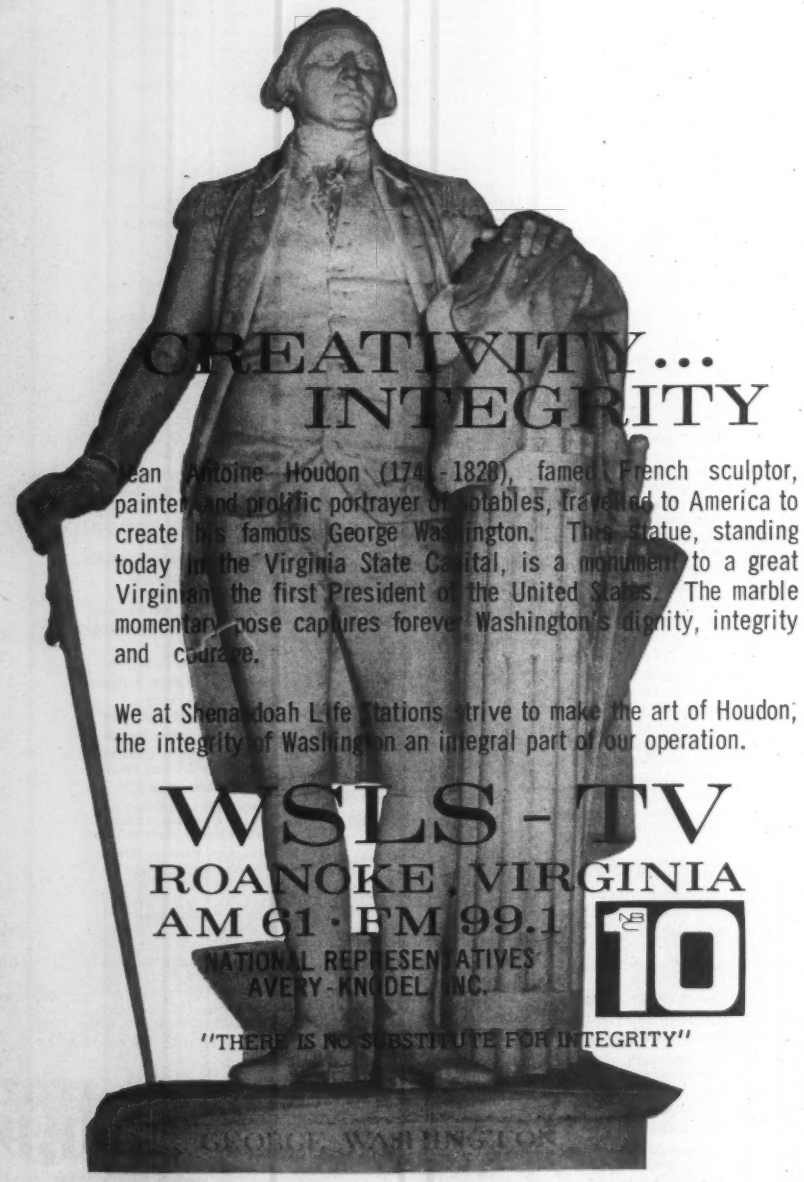
With above-par selling, radio has its "best chance" of the past decade during the next 14 months. The medium can add $55-60 million annually in new local business and nearly $30 million in new national spot and network business.

That was the message delivered last week by Radio Advertising Bureau President Kevin B. Sweeney to 50 station managers attending the opening of RAB's 1961 management conferences at Haddonfield, N. J.

The gains, Mr. Sweeney said, can come by the 1963 budget-making time next year "if we sell consistently enough and intelligently enough."

Mr. Sweeney noted an RAB survey of agency media directors made a month ago, saying "in this survey are the clues to the kind of selling it will take to carve the entire $30 million out of television even if we don't hack a cent out of print media." The questionnaires, he found, contain a "virtual blueprint to the kind of information. All we have to do is to present it."

The broadcasters were told it was only "our own apathy" that was preventing them from obtaining a "much larger share of the retailer dollar for 1962." Most (some 85%) of the local gains can be had from retailers, Mr. Sweeney said at the first of a scheduled eight meetings.


CREATIVITY...
INTEGRITY
Jean Antoine Houdon (174[illegible]-1828), famed French sculptor, painter and prolific portrayer of notables, traveled to America to create his famous George Washington. This statue, standing today in the Virginia State Capital, is a monument to a great Virginian, the first President of the United States. The marble momentary pose captures forever Washington's dignity, integrity and courage.
We at Shenandoah Life Stations strive to make the art of Houdon, the integrity of Washington an integral part of our operation.
WSLS-TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1
NBC 10
NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.
"THERE IS NO SUBSTITUTE FOR INTEGRITY"

Business briefly...

Aarben Pharmacal Co., Division of Wander Co., Chicago, will use spot radio in its introduction of a new product, "Getric" decongestant, in an extensive test campaign throughout the midwest, starting Sept. 17. The number of radio markets is undetermined, but in the Chicago area, the drive will be spearheaded by Paul Gibson, star of CBS-WBBM *Housewives Protective League Shows.* Agency: Geyer, Morey, Madden & Ballard Inc., western division, Chicago.

Bonomo Candy Div., Gold Medal Candy Co., Brooklyn, which has used tv spot consistently in the past for "Bonomo Turkish Taffy," will use network tv for the first time this fall. The product will be promoted on ABC-TV's new Saturday morning children's show, *On Your Mark,* starting Sept. 23. Commercials will be aired live by program host Sonny Fox. In addition to the 88-station network lineup, a tv spot drive of one-minute films and live commercials starts this month in major eastern markets. Agency: Mogul, Williams & Saylor Inc., N. Y.

Roman Products, New York, kicks off regional radio and tv campaign on 6 tv and 5 radio stations in N. Y., Boston, and Philadelphia Sept. 17, for its pizza, ravioli and manicotti. Agency: Smith/Greenland Inc., N. Y.

Strohmeyer & Arpe, New York, for its Marie Elisabeth sardines and Re Umberto olive oil, will begin a 20-week spot tv campaign in N. Y. area Sept. 18. Agency: Sanders, Lowen & Alexander Adv., N. Y.

Derby Foods Inc., Chicago, has purchased sponsorship in *International Showtime,* new NBC-TV show which begins Sept. 15 (Friday, 7:30-8:30 p.m. EDT). Agency: McCann-Erickson, Chicago.

Airequipt Manufacturing Co., New Rochelle, N. Y., has bought participations in NBC-TV's *Jack Paar Show* (Mon.-Fri., 11:15 p.m.-1 a.m. NYT) for its Superba Slide Projectors from now until Christmas. Agency: Sudler & Hennessey, N. Y.

Mohawk Carpet Mills, New York, has bought *Home for the Holidays,* a musical variety show to be presented on

3 FIRMS INVEST $1,000,000 EACH IN ADVERTISING

How will they profit from it?

Let us take three theoretical competitors. Each is dealing with a narrowing profit margin. Each needs to make his advertising pay. And each one's budget is the same.

The first competitor believes in a marketing type of advertising agency. He thinks the advertising will take care of itself if all the marketing factors are right.

The second competitor believes in a highly creative type of advertising agency. He thinks the marketing factors will take care of themselves if the advertising is brilliant.

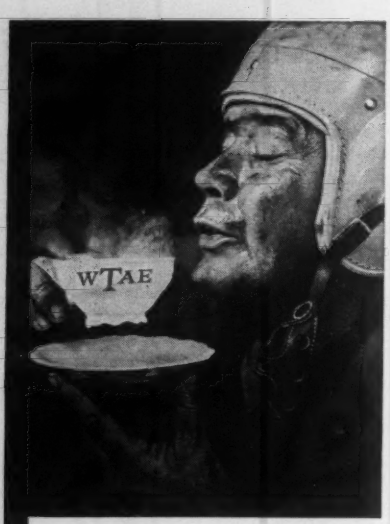
The third competitor believes in an agency which is highly creative in its advertising...

...*and* in its marketing advice, media selection, research, publicity, promotions, packaging, show selections.

It is entirely possible that any one of the three will get value, and profit, from his budget.

But – in these days of the profit squeeze, isn't it likely that the third competitor will get the most?

Young & Rubicam Inc., Advertising



Take TAE and see

how to score more sales in

PITTSBURGH, PA.

... at lower cost

If we wanted to reach for football language, we would use terms like power, precision, drive. Instead, we'd like to talk your language . . . sales for your clients. There is a difference, though, between the large national firms and local ones. National advertisers usually watch overall sales pictures, financial reports, net year-end statements. Local advertisers watch the cash register daily. That's why 46 major local firms have switched from other Pittsburgh TV stations to WTAE in the past year.

A rather solid indication that you get more sales for your client on WTAE-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

NBC-TV Thanksgiving Day (5:30-6:30 p.m. EST). Agency: Maxon, New York.

The Kiwi Polish Co., Pottstown, Pa., has placed a 52-week order with CBS Radio, starting Sept. 4. It's the company's biggest broadcast buy. Agency: Donahue & Coe, New York.

Ideal Toy Corp., N.Y., has bought part sponsorship in NBC-TV's *The Bullwinkle Show,* new animated cartoon series in color starting Sun., Sept. 24 (7-7:30 p.m. EDT). Agency: Grey Adv., New York.

Agency appointments...

▪ Butter-Nut Foods Co. (Butter-Nut coffee), Omaha, Neb., appoints Tatham-Laird, Chicago, effective Jan. 1.

▪ William Freihofer Baking Co., Philadelphia, appoints Wermen & Schorr Adv., that city.

Astor opens rep office

N. Arthur Astor has announced he is opening offices to handle national sales for the Foster Group stations (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, all California).

Prior to handling national sales for the Foster stations, Mr. Astor was Los Angeles manager of Headley-Reed. The new office is located at 6332 Hollywood Blvd. Telephone: Hollywood 6-4251.

Studebaker-Packard agency

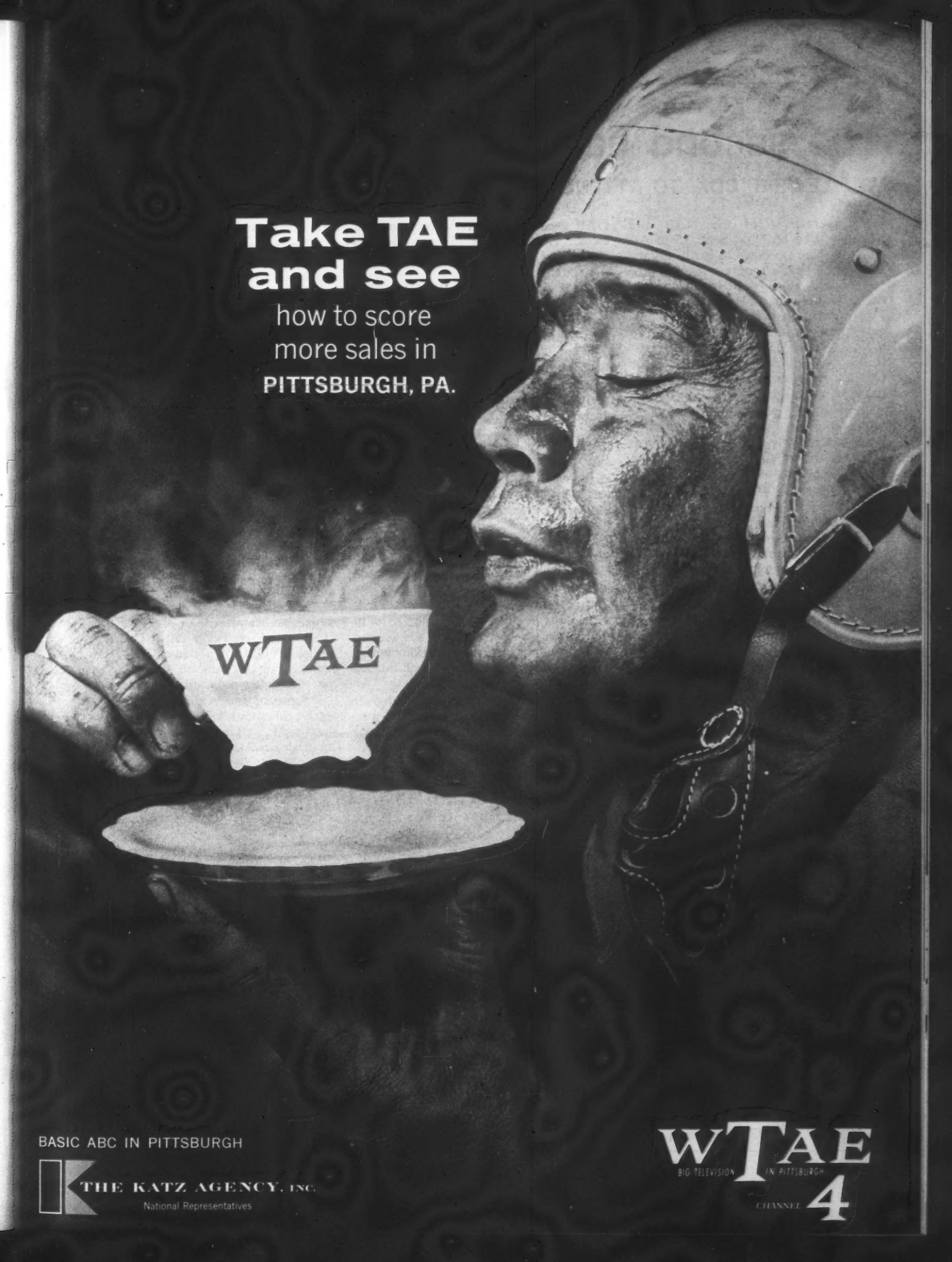
Studebaker-Packard Corp., South Bend, Ind., has retained Sydney S. Baron Public Relations Corp., New York, with Murray Snyder, former Assistant Secretary of Defense for Public Affairs as account executive (BROADCASTING, Sept. 4). S-P's advertising agency is D'Arcy Adv., not Doyle Dane Bernbach as erroneously reported last issue.

TV PREVIEW

This is the musical comedy commercial which Mars Inc. will use once on its Oct. 19 one-hour special on ABC-TV and then give away free to all other candy manufacturers for their own use in tv. The one-minute commercial took three weeks to produce in Hollywood and will be distributed to the candy industry through the National Confectioners Assn.

Jack Denove directed for Don Zabel, who produced for Needham, Louis & Brorby, Chicago, Mars Inc. agency. Hal Kaufman wrote the script and Bill Davis was in charge of art and set direction. Both are with NL&B. Cast of nine children and adults act and dance in the commercial which features all original lyrics, music and choreography promoting the quality, taste and benefits of candy in general.

Mars Inc. program Oct. 19 will be carried in the 8:30-9:30 p.m. period and will be a musical comedy romance, "Feathertop," based on a story by Nathaniel Hawthorne. Program will star Jane Powell and Hugh O'Brien.


Take TAE
and see
how to score
more sales in
PITTSBURGH, PA.
WTAE
BASIC ABC IN PITTSBURGH
THE KATZ AGENCY, INC.
National Representatives
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

The second battle of Atlanta looms

WASILEWSKI, COX, TO ATTEND SOUTH EAST RADIO-TV SEMINAR

Representatives of the NAB and FCC—will be on hand Sept. 15 in Atlanta to hear a down-to-earth discussion of the FCC's program logging proposals—as well as what is expected to be a no-holds-barred session on the FCC's intrusion into radio and tv programming and the position of NAB on these matters. This is the South East Radio-Tv Seminar, sponsored by the Georgia Assn. of Broadcasters (BROADCASTING, Aug. 14 *et seq.*).

Representing NAB at the burgeoning conference will be Vincent T. Wasilewski, newly named executive vice president of NAB. Representing the FCC will be Kenneth A. Cox, chief of the commission's Broadcast Bureau.

Both are being exhorted to visit a couple of the Georgia stations which ran week-long tests based on the FCC's proposal to require additional information on programming. They are expected to accede to these suggestions.

The SERTS meeting, originally limited to state association chairmen in the seven southeastern states, was later opened to all state chairmen. Last Thursday, GAB officials decided to throw the meeting open to all broadcasters who desire to attend.

More than 50 acceptances have already been received, Jack Williams, GAB executive secretary, reported last week. These include 15 from Georgia alone, and more than 35 from outside the state.

GAB plans to record the entire proceedings, Mr. Williams stated, and a transcript of the day's meeting will be available upon request. A fee will be charged to cover the cost of reporting the meeting.

Four Georgia stations completed their dry run of the proposed new program logging requirements. The most gentle of their reactions were expressed in terms like "cumbersome," "unnecessary," and "burdensome."

NAB Tests ▪ Eleven NAB member stations begin today (Sept. 11) a six-day test of the FCC's proposed programming logs.

The NAB-designed logs are divided into two parts—the first is being used for the first three days of the test; the second, the last three days.

The first, NAB told stations, is drawn up in "literal" compliance with the commission's proposals; the second reflects some of the modifications which have been suggested to ease the burden on broadcasters.

The forms were hammered out over the last 10 days by the NAB staff, primarily by Mr. Wasilewski and Douglas A. Anello, chief counsel.

The eleven test stations comprise three tv outlets and seven radio stations. The tv stations represent large, medium and small markets; one being in the east, the other two in western states. All of the stations are network affiliated.

The radio stations also cover the three categories of stations separated geographically.

NAB officials refused to divulge the names of the stations for fear they would be besieged by inquiries.

Accompanying the two log sheets was a 7-page memorandum of instructions. These included a run-down of the differences between present logging practices and the suggested new ones.

Georgia Reaction ▪ A BROADCASTING check with the four Georgia stations used as guinea pigs in testing the effectiveness of the FCC's proposals, elicited these comments:

"Either we keep up our programming broadcast standards, or we log." This is the considered opinion of Charles C. Smith, WDEC Americus, Ga., after a week of a dry run on the FCC proposed logging program requirements.

"Some of the requirements are patently ridiculous," Mr. Smith observed last week. "They get right down to

Program Log

NAB TEST FORM No. 1

(For Use Mon. Tues. & Wed.)

STATION _____ DATE _____ DAY _____

SYMBOL DESIGNATIONS

Col. 6—CA—Commercial Announcement; NCA—Non-Commercial Announcement; CC—Commercial Continuity
Col. 7—L—Live; Rec—Recorded, Net—Network
Col. 8—R—Religious; I—Instructive; PA—Public Affairs; A—Agricultural; N—News; S—Sports; E—Entertainment; O—Other (Specify)
● ● ●
CI—Controversial Issue; Edit—Editorial; Ch—Children; LA—Local Affairs; Ed—Prepared by, etc. with Ed. Org. R-C—Religious Commercial; R-S—Religious Sustaining

NAME	TIME	NAME	TIME
_____	ON____	_____	OFF____
_____	ON____	_____	OFF____
_____	ON____	_____	OFF____
_____	ON____	_____	OFF____

1 STATION ID TIME ON	OFF	2 PROGRAM TIME ON	OFF	3 ANNOUNCED AS SPONSORED	4 PROGRAM TITLE	5 SPONSOR	6 ANNOUNCEMENT TIMES (CA, NCA, & CC) ON	OFF	7 PROGRAM SOURCE (L, REC, & NET)	8 PROGRAM TYPE (SEE SYMBOL DESIGNATION)		9 LOCAL NEWS (APPROX. TOTAL TIME)	10 OP. SIG.	11 ANNOUNCER

NAB's 'literal' version of what FCC wants for program logging.

ANYBODY REMEMBER THE HIT PARADE?

When there was real excitement about which tune would be "number one across the nation"?

Today, single records lack that excitement.

We know you're not out to sell music, but music is basic to your business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the radio industry a revolutionary new concept in singles. We call it the;

PLUS 2 OLDIES SINGLE

What "Plus 2" means is this. Customers get a standard single with one important difference: four selections for the price of two.

WHAT DOES THIS MEAN TO RADIO?

Excitement in singles records sales means excitement about radio programming. If you feel, as we do, that the "Plus 2" concept will benefit everyone, then we encourage you to join with us in promoting this excitement.

Variety in programming. Each "Plus 2" Oldie has been edited to approximately 1:15 playing time, compared to 2:15 for the new selections. Mixing an ever-increasing library of short "Oldies" with new hit material will mean a new variety in listening, plus more and different selections played in the same unit of air time.

Better spacing of commercials. Double-spotting will not be needed as often by mixing "Oldies" with new hits. For example:

BEFORE "PLUS 2" SINGLES:	
8 Regular Singles (@ 2:15)	= 18:00
with	
8 Double Spots (@ 2:00)	= 16:00
Total Playing Time:	34:00

8 SONGS + 8 SPOTS

11 SONGS + 8 SPOTS

WITH "PLUS 2" SINGLES:	
4 Regular Singles (@ 2:15)	= 9:00
with	
4 Double Spots (@ 2:00)	= 8:00
plus	
6 "Oldies" (@ 1:15)	= 7:30
with	
6 Single Spots (@ 1:00)	= 6:00
plus	
1 "Oldie"	= 1:15
with	
1 Double Spot	= 2:00
Total Playing Time:	33:45

Warner Bros. Records is behind the "PLUS 2" concept 100% ... with ads, promotion, merchandising aids. We're in for the long-term push. We invite ... we urge all members of the radio industry to join with us in promoting the "four songs for the price of two" concept to stimulate singles sales and radio excitement.

The "PLUS 2" Single can bring back those breathless Hit Parade days, with excitement plus about radio programming.

But we need your help.

JAMES B. CONKLING, *President*
WARNER BROS. RECORDS, INC.

minutiae. I'm convinced that the FCC cannot read a log kept like this and determine whether or not a station is serving its community."

WDEC, a 1 kw daytimer, ran a full test of the FCC's logging requirements from Aug. 29 through Sept. 2.

"We started out with the one announcer on the board keeping the log. We found that he could not complete 1,909 entries because he was busy with program material and we were not going to let him compromise our standards. After two days of this single man operation, we hired a second man to do nothing but maintain the log. This took him full time," Mr. Smith said. He continued:

"If the FCC makes us follow this detail, it will require 4,601 hours a year. This means another man, and that's a minimum cost of $5,291.15. We can't afford that kind of money for this kind of paper work."

Detailing some of the problems, Mr. Smith pointed to the requirement that the end of a program, the start of a spot announcement, its conclusion, the start and end of the station's ID, the start and end of a time signal or weather report, and the start of the next program all must be listed on the proposed log. "No man can do all this in 30 seconds with any degree of accuracy," Mr. Smith said.

"Why must off time be logged?" Mr. Smith asked. "It's obvious that when a program or spot or announcement starts, the preceding one has ended."

Why log station IDs?, was another question asked by Mr. Smith. This is a station's bread and butter; its call letters are the one thing any station operator is going to put on regularly and often.

No Need ▪ "Some of these logging requirements are totally unnecessary, others are absolutely asinine." These are the sentiments of H. Randolph Holder, WGAU Athens, Ga., and president of the Georgia Assn. of Broadcasters.

"If one man must maintain this log, he cannot maintain program quality and I would think that broadcast quality is primary," Mr. Holder declared.

The requirements, he said, are cumbersome, complicated, burdensome and unnecessary. Some listings are superfluous, he added, like having to log noncommercial announcements and commercial announcements. Obviously if one type is identified, all the others belong in the second category, Mr. Holder commented.

Mr. Holder, whose 250 w fulltime station ran its test Aug. 20-26, ventured the opinion that the FCC undoubtedly can get the information it seeks without all the cumbersome machinery of handwritten listings. He also expressed the view that smaller stations should be exempted from all or the greater part of the logging requirements. "If this goes into effect without significant changes, we are going to have to hire an extra man to handle it. We run 20 hours a day; this means it will cost us $8,372 a year," he said.

During the WGAU test, all four announcers were required to keep the test log. "We found," Mr. Holder said, "that most of them were just about 60% complete. It couldn't be otherwise without deteriorating the standards of broadcast program quality."

"There are some things we like," Mr. Holder concluded. "These are the long-needed changes in program classifications for modern radio—like sports and public affairs as new categories."

Quality Down ▪ John Foster, WCON Cornelia (250 w full time) reported on Thursday that programming quality had deteriorated by 50% with his test still having two days to run.

"We started on Sunday and one announcer could handle it all right," Mr. Foster explained. "On Monday, however, when we were back to normal, the board man on duty kept it up until noon at which time he gave up in disgust. I had to put another announcer in to maintain the log.

"Yesterday I was giving my regular newscast and I had to cut the mike off for a number of seconds just so that I could complete the log. We had nothing but dead air for a time."

Mr. Foster feels that the proposed logging requirements are "not practicable at all."

Not only will it be necessary to hire an additional man, Mr. Foster stated, but a lot of the information doesn't seem to be necessary at all. "I don't see why we can't leave out entertainment entirely. Obviously the programming between announcements or news or discussion is entertainment," he said.

No Give ▪ The lack of flexibility in handling logging was the complaint of Charles E. Doss, 1 kw daytimer WROM Rome, Ga., who ran his own version of what he deduced was the FCC's requirements Aug. 20-26.

"We have a program which is basically music, running from 9 a.m. to noon. It is in this program that we run announcements about local civic groups—PTA meetings, garden club showings, civic association campaigns, etc. Just when these announcements are made cannot be scheduled; they even come in during the program. The man on the board cannot take the time to log them properly, particularly when an on-off listing is required."

One man could handle this logging,

Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

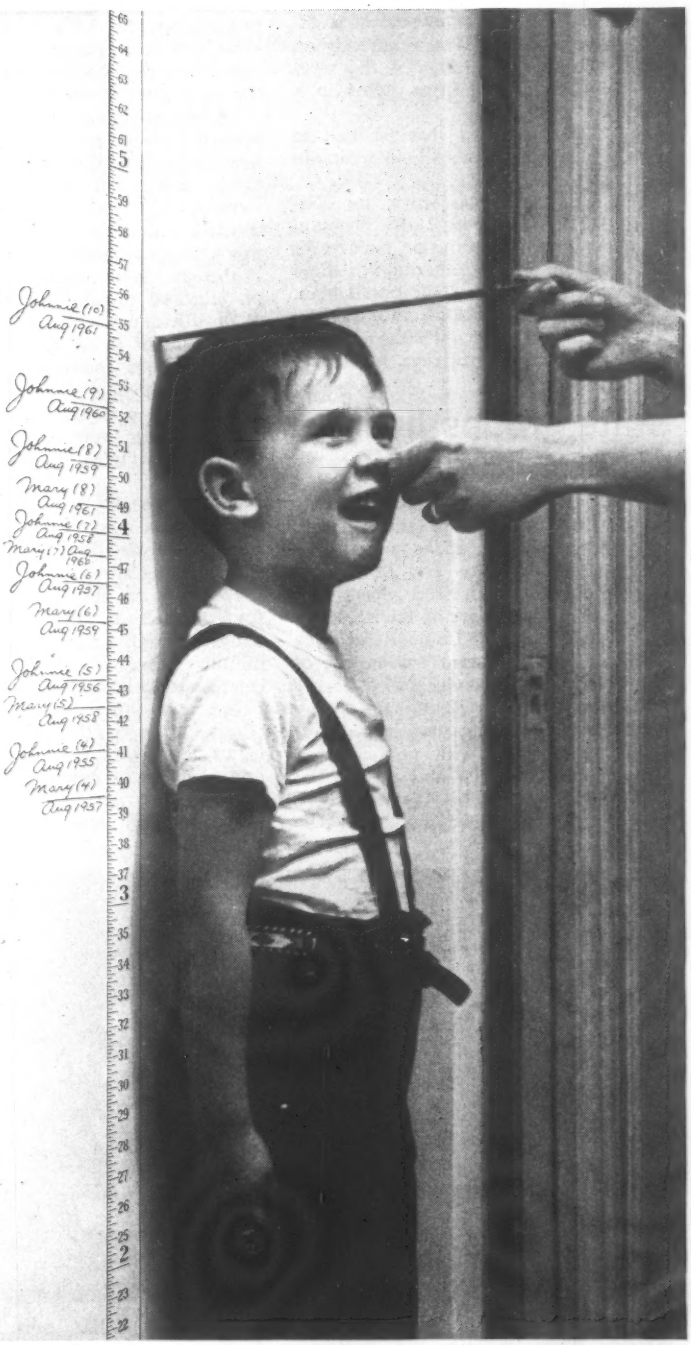
—who buy 28.8% more food products in Kentucky and Southern Indiana!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Will he "measure up" in his school work, too?


Johnnie (10) Aug 1961
Johnnie (9) Aug 1960
Johnnie (8) Aug 1959
Mary (8) Aug 1961
Johnnie (7) Aug 1958
Mary (7) Aug 1960
Johnnie (6) Aug 1957
Mary (6) Aug 1959
Johnnie (5) Aug 1956
Mary (5) Aug 1958
Johnnie (4) Aug 1955
Mary (4) Aug 1957

"Chin up! Shoulders back! Stand tall!"
"You're a big boy now—ready for school."

What about your youngster? Even though he may appear to be in tip-top condition—like the one shown here—it is a sensible idea to have his health checked *before school opens.*

Your child's doctor will be alert to problems—both physical and emotional—that could interfere with your youngster's school progress. For example, he might have some slight and unsuspected defects of his eyes or ears which, if attended to now, could prevent difficulty later on.

And when you see the doctor, you can talk with him about your child's health habits. If, for instance, he skips or barely eats breakfast, he will have a poor start for his day's work at school.

Now's the time to make sure, too, about your child's protection against the communicable or "catching" diseases. Are his immunizations up-to-date against polio, diphtheria, whooping cough, tetanus and smallpox? Protection against influenza is also given to some children.

A preschool check-up could make the difference between a good or a disappointing year at school—for children who are entering as well as those who are returning to school.

To supplement your doctor's advice, Metropolitan Life will send you its informative booklet, ABC's of Childhood Disease.

Metropolitan Life
INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1868
Head Office—SAN FRANCISCO—Since 1901
Head Office—OTTAWA—Since 1924 • Over 1000 Offices, U.S.A. and Canada

NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

WGN
is
#1

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio
in Chicago
No. 1

First in sound!
First in service!
First in sports!

★ ★ **FIRST!** ★ ★

Chicago's Quality Radio Group station

Mr. Doss surmised, "if he had nothing else to do."

The proposed requirements should be revised, the WROM general manager said. Some things seem wholly unnecessary, he added, like identifying commercial announcements for businesses in which the owner or owners of a stations have interests. This is already on file at the FCC. Another is the need for identifying local news items in a newscast.

Mr. Doss reported that he had to put on a second man to help maintain the logs.

The cost runs two ways, he concluded. There is the cost of a program man spending more time on paperwork and less time on programming; or there is the need to hire an additional man. This would cost WROM another $4,000—$5,000 a year. That's a pretty substantial piece of change for a station my size.

State groups hear about editorializing

Two state broadcaster associations heard words of wisdom and warning concerning the use of broadcast editorials. The Arkansas and Mississippi associations were addressed, repectively, by Ted Rand, manager of KDRS Paragould, Ark., and A. Louis Read, vice president and general manager of WDSU-AM-TV New Orleans.

"Editorials," Mr. Read said, "may eventually put broadcasters into an intimate relationship with public issues which could enlighten and elevate the whole industry and fill the dangerous gap left in our public debate by the trend toward newspaper monopolies."

He added that some stations are trying to get into the editorial swim without getting wet, wading in knee-deep with occasional editorials or with weekly editorials.

Mr. Read urged the Mississippi broadcasters to consider going beyond news and into opinion—only if certain conditions can be met, mainly having the right kind of news operation.

"Editorials cannot be done well, and probably should not be done at all, unless someone can spend three to four hours, at least, on editorial research and writing," he commented. "If the news director cannot see his way to handling this additional work day after day, and if the station management is not sold on editorial possibilities to the extent of hiring another man, then I would say to forget it. A hastily-researched, hastily-written editorial benefits no one," he added.

Establishing an editorial broadcast at a regular hour every day is a step along the road to "trivia" according to Mr. Rand.

In a speech before an Arkansas Broadcasters Assn. meeting, Mr. Rand said, "Editorializing for the sake of editorializing appears foolish to me. It robs you of the Sunday punch you need for editorials of purpose." Instead of daily editorial, he prefers a daily five-minute program which "sometimes" carries editorial opinion, properly labelled. On other days, the broadcast consists of in-depth features, book reviews, reviews of speeches, opinions of others and even eulogies.

"Broadcast an editorial every day," he said, "and you can be sure that

Gathering at the Mississippi Broadcasters Assn. meeting in Jackson were these guest speakers and association executives. They are (l to r) Herbert Golombeck, vice president, Plough Broadcasting Co., Memphis, Tenn.; Fred Beard, president of the Mississippi broadcasters and general manager of WJDX and WLBT (TV) Jackson; Joe Phillips, WSSO Starkville and secretary-treasurer of MBA; A. Louis Read, vice president and general manager of WDSU-AM-TV New Orleans; Jim Reese, WCGM Gulfport and first vice president of the Mississippi Broadcasters Association.

The Cost of Freedom - One of a Series

The Third World War BEGAN IN 1848

"The future is with us, for we are confidently marching forward long the only correct path, the path charted for us by our teacher, great Lenin."

— N. S. Khrushchev, Report of the Central Committee, 20th Congress, CPSU

Karl Marx, the theoretician, wrote the **Communist Manifesto** in 1848. But it took Lenin, the man of action, to breathe life into Marx's words . . . and thus set in motion Communism's confiscations of human liberty.

Lenin's action plan for world conquest is cloaked today by Communism's monotonous surface cant of "peaceful coexistence."

Lenin said:

"As long as capitalism and socialism exist, we cannot live in peace: in the end, one or the other will triumph — a funeral dirge will be sung either over the Soviet Republic or over world capitalism."

And . . .

". . . force alone can settle the great problems of political liberty and class struggle, and it is our business to prepare and organize this force and to use it actively, not only for defensive purposes, but also for the purpose of attack . . ."

— Selected Works, V. I. Lenin, Vol. X, pg. 297 and Vol. III, pg. 54, Moscow, 1935.

"Lenin meant what he said without equivocation. What he said, what he believed, and what he practiced, in my opinion, constitute 'Leninism.' And I, for one, find no reason to doubt the word of Nikita S. Khrushchev when he asserts that the injunctions of Lenin must be the guide to all Communist activity."

— J. Edgar Hoover
Director, Federal Bureau of Investigation

We can answer the Communist Line only if we know what it is. Through these ads, and the prime time announcements on WKY Radio and Television, we're telling a few facts about Communism.

Maybe this isn't the way to sell time on a radio and television station. But then in Russia there isn't any time to sell. The government owns it all.

Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

DIAL 930 • CHANNEL 4 NBC

OKLAHOMA CITY

The WKY Television System, Inc. ■ WTVT, Tampa-St. Petersburg, Fla. ■ Represented by the Katz Agency

IN
PORTLAND
OREGON

THEY EYE IT...

AND BUY IT...

ON

KOIN TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

people sooner or later will say, 'There goes that smart s.o.b. from the radio station, again.' "

Collins names members of NAB research group

The first meeting of NAB's special committee on research will take place in New York on Sept. 18 and 19, it was announcd last week coincident with the naming of members of the full committee.

Don McGannon, president of Westinghouse Broadcasting Co., was named chairman of the committee last month (BROADCASTING, Aug. 28). Members of the committee, who will study the feasibility of establishing an NAB research and training center, as named by NAB President LeRoy Collins last week:

Julius Barnathan, ABC Television; Hugh M. Beville Jr., NBC; George C. Hatch, KALL Salt Lake City; John P. Cowden, CBS; Daniel W. Kops, WAVZ New Haven, Conn., and WTRY Troy, N. Y.; Irving Lichtenstein, MBS; Richard B. Rawls, KPHO-AM-FM-TV Phoenix, Ariz., and Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.

The idea of establishing a research center was first broached by Gov. Collins at the NAB convention last April. He expanded his ideas at the NAB board meeting in June and received authority to set up a committee to study the idea. Among the subjects which ought to be studied, according to Gov. Collins, are ratings, editorializing, judicial proceedings coverage, the maintenance of freedom and responsibility for broadcasters, new techniques in public affairs programming, the relationship of the broadcaster to the community, the radio spectrum and the future of radio.

Shea announces group to handle ASCAP talks

A broadcaster executive committee was announced last week to handle the coming tv industry negotiations with ASCAP on licensing agreements.

The announcement was made by Hamilton Shea, chairman of the All-Industry Television Station Music License Negotiating Committee. On the committee with Mr. Shea are John McCoy, Storer Broadcasting Co.; Alan Hartnick, Metromedia; Clifford Kirtland, Transcontinent Television; Charles Tower, Corinthian Broadcasting; William Grant, KOA-TV Denver, and Robert Smith, WCYB-TV Bristol, Va.

The negotiation committee, Mr. Shea said, will meet in the next two weeks with the all-industry committee's legal firm to draw up a schedule of discussion points for the negotiations. He noted the makeup of the committee includes "some of the outstanding legal and financial talent in the broadcasting industry." Messrs. McCoy, Grant and Hartnick are attorneys; Messrs. Kirtland, Shea and Tower have extensive financial and controller management backgrounds, and Mr. Smith, in addition to being an attorney has experience in smaller markets.

'Instant cash payments' to media start

Geyer, Morey, Madden & Ballard's introduction of sight drafts for "instant cash payment" to media [BROADCASTING, July 10] recently got off to a $35-million start. That's the total (when validated) of the sight draft envelopes being inspected above by George B. Arnold Jr. (l), assistant treasurer, and William G. Carmody, secretary and assistant treasurer. The drafts were mailed to more than 1,000 newspapers, radio and tv stations which will use them on a monthly basis, and in effect, pay themselves net amounts due for advertising placed by the agency for its clients. GMM&B plans to widen the prompt payment plan to cover all media on its clients' schedules. The First National City Bank of New York is the agency's bank on the new system.

FIRST-RUN FILMS FOR FIRST-CLASS VIEWING!

New First-Run feature purchases augment vast WMAR-TV library!

WMAR-TV is now the only Baltimore station offering late evening films nightly, Monday through Saturday!

First-Run "Big Movie of the Week" on Saturday nights has consistently had the largest audience of any feature film in Baltimore. Now, in addition, WMAR-TV is presenting, on Friday nights, another First-Run series, "Films of the 50's" (premiered Friday, September 8th). "Channel 2 Theatre," a long-time Monday through Thursday night feature also offers many First-Run films. Don Bruchey (photo) is host.

The recently purchased SEVEN ARTS package with such films as "The High and the Mighty", starring John Wayne and Robert Stack; "Hondo", starring Wayne and James Arness; "A Star is Born", starring Judy Garland—plus selected NTA titles—"Viva Zapata", with Marlon Brando; "12 O'Clock High", with Gregory Peck, and "Prince of Foxes", with Tyrone Power will run on Fridays and Saturdays. Many First-Run films from other top packages will be shown Mondays through Thursdays.

This is VIEWMANSHIP at its best . . . First-Run films for First-Class selling in the nation's 12th market!

No Wonder—In Maryland Most People Watch

WMAR-TV

CBS

CHANNEL 2—SUNPAPERS TELEVISION—Baltimore 3, Md.

THE KATZ AGENCY, INC.
National Representatives

Salant asks for repeal of Sec. 315 restraints

If television is freed from the restrictions of Section 315 of the Communications Act, the medium can go forward to fulfill its "enormous potential" in the field of politics, Richard A. Salant, president, CBS News Division, told the annual meeting of the American Political Science Assn. in St. Louis last Thursday (Sept. 7).

He asserted that television has "barely begun to play the full and responsible role of which it is capable" in political broadcasting because of Section 315. He reminded his audience that the well-known joint appearances during the 1960 presidential campaign were made possible because the provisions of Section 315 were suspended temporarily.

"Television's contribution to the 1960 campaign was only a beginning," Mr. Salant declared. "Much is left to be done. Section 315 must be repealed—so that these new techniques can be continued, improved and applied to all levels of elective offices. And broadcasters must sharpen their techniques—experiment with more direct debate, with less confining formats, and with other kinds of program types."

Mr. Salant explained that in the 1960 campaign, CBS Radio and CBS-TV contributed time with a monetary value of more than $2 million to major candidates. He added:

"The clearest and most direct protection, then, against the dangers of a purchase of an election by obliterative purchase of television time is repeal of Section 315—thus assuring all significant candidates free time in quantities apparently beyond their desires."

Broadcasters praised for heart fund help

Radio and tv stations aired a total of 320,000 appeals in support of the heart fund drive early in the year, according to partial data collected by the American Heart Assn. In addition the campaign was supported nationally by networks and their advertisers through 270 tv and 464 radio network appeals.

In a letter to John F. Meagher, NAB radio vice president, Rome A. Betts, executive director of AHA, expressed "deep gratitude to the nation's broadcasters who, in contributing to and stimulating medical progress, perform a public service of first magnitude."

Mr. Betts said the industry "reflects a vigorous sense of community responsibility which we feel is characteristic of men and women in broadcasting."

Triangle renews Blair rep contract

A long term renewal of the national representation contract between the Triangle stations and the John Blair Companies was announced jointly last week by Roger Clipp, vice president and general manager of the Triangle Broadcast Div., and John Blair, head of the representative organization.

Under the terms of the contract, Blair-TV will continue to represent WFIL-TV Philadelphia; WNHC-TV Hartford-New Haven, Conn.; WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N. Y., and KFRE-TV Fresno, Calif. National representation of WLYH-TV Lebanon, Pa., will continue to be handled by Blair Television Associates.

In radio, John Blair & Co. will continue representing WFIL Philadelphia, WNBF Binghamton and KFRE Fresno. The Blair organizations have represented the Triangle Stations since 1954.

Signing the new Triangle-Blair representation contract are (seated) Roger Clipp (l), vice president and general manager of the Triangle Broadcast Div., and John Blair, head of the rep firms. Nodding their approval are Edward H. Benedict (standing l), director of national sales, Triangle Stations, and Kenneth W. Stowman, general sales manager of WFIL-AM-FM-TV Philadelphia.

NetALERT gets workout

CBS Radio's new NetALERT system got its first operational workout last Tuesday (Sept. 5) when it was used to flash news bulletins about nuclear testing. The first bulletin at 12:24 p.m. was a special report from Moscow by Marvin Kalb, CBS newsman; the second bulletin followed shortly with a report from George Herman, CBS

Outstanding Exclusive Broadcast Properties

This is a profitable fulltime property in a medium size market. Station has outstanding local acceptance. 29% down and balance over 7 years.	NEW ENGLAND $275,000
Powerful daytimer with fulltime possibilities in a rich, secondary market. Excellent real estate and good earnings. All cash required.	NEW YORK STATE $215,000
Single station market daytimer near a medium metropolitan area. Combined operation. Grossing over $60,000. Needs an owner-operator. 29% down.	MIDWEST $75,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

News White House correspondent.

NetALERT becomes operative when a technician in CBS Radio's central control in New York interrupts regular programs by dialing NetALERT signal four, which indicates that an important news bulletin is about to be fed to all affiliated stations (BROADCASTING, Sept. 4).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WPTV (TV) West Palm Beach, Fla: Sold by John H. Phipps to Scripps-Howard Radio Inc. for $2 million cash. Sale is contingent on FCC approving also change in antenna height and site. Scripps-Howard Radio Inc. owns WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville and through *Memphis Commercial-Appeal* and *Press-Scimitar* WMC, WMCF (FM) and WMCT (TV) in that city. WPTV, on ch. 5, began operating in 1954. Broker was R. C. Crisler & Co.

▪ WTTC Towanda, Pa.: Sold by Victor Michael, T. Justin Myers and Leroy Hopkins to Clifford S. Brown and Harry M. Brown, father and son, for $75,000. The senior Mr. Brown is a theatre owner in Kane, Pa.; Harry M. Brown is news director of WFRM Coudersport, Pa. Mr. Michael retains his interest in WMLP Milton, Pa. WTTC is a 500 w daytimer on 1550 kc. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 110).

▪ WMEG Eau Gallie, Fla.: Sold by Victoria C. Martin, A. V. Chatterton and Thomas Cary to Charles E. Verner and Wallis R. Kinney for $150,000 plus agreement not to compete for eight years within 50 miles. This is first transfer involving outright change of ownership approved by the FCC's Broadcast Bureau under its new, delegated authority.

New southwest rep firm

Creation of a new southwest regional station representative, Air Media Time Sales Inc., Dallas, was announced last week by Wells Bruen, president of the new company.

Mr. Bruen, formerly with George P. Hollingbery Co., said the firm already has obtained commitments from a number of stations. The list will be released at a later date.

The new firm is located at 3810 Inwood, Suite 114, Dallas.

Six Montana stations form radio network

Announcement was made last week of the formation of the Silver Dollar Radio Network, composed of six Montana stations with a single rate card and a single billing.

Joseph Sample, Billings, heads the new group which includes KOOK Billings, KBMN Bozeman, KXLF Butte, KFBB Great Falls, KCAP Helena and KGVO Missoula. Other officers are Dale Moore, KGVO, vice president, and W. C. (Bud) Blanchette, KFBB, secretary. Bettye Zuck, formerly traffic manager of the Cowboy Network, has been appointed general manager of the Silver Dollar Network with headquarters in Billings.

George P. Hollingbery Co. has been appointed national rep for the new network with Art Moore & Assoc. handling sales in the Northwest.

Witty: tv affects grades

Heavy television viewing "significantly lowers school grades" of elementary students but does not affect reading or hobbies, Dr. Paul Witty, professor of education at Northwestern U., told a meeting of the American Psychological Assn. in New York. Dr. Witty, who said he has spent 11 years in continuous study of tv viewing habits of children in the Chicago area, said viewing has "leveled off" to 21 hours per week for average elementary school pupils; 20 hours for parents; 14 hours for high school students and 12 hours for teachers.

Magazine-backed study tosses curve at day tv

Women under 50 years of age, and those living in "better" income households show a comparative lack of interest in daytime tv, according to a survey conducted by C. E. Hooper for *McCall's* and *The Ladies' Home Journal.*

Covering four daily daytime tv programs—*As the World Turns, The Guiding Light, The Edge of Night* (all CBS-TV), and *Concentration* (NBC-TV)—the study included 2,042 housewives selected at random from telephone listings in 79 U. S. cities.

An analysis of each of the four programs showed more than 80% of the women interviewed did not see any one of the five telecasts of a particular program "last week." The frequent viewers, those who saw a specific show five times "last week," accounted for only 8% of those quizzed.

EXCEPTIONAL QUALITY BUYS

SOUTHEAST—Popular fulltime major market radio station that has almost hit $400,000.00 in annual billing. Priced at $600,000.00 with easy to live with terms. ***Another H&L Exclusive.***

SOUTHWEST—Wonderful Opportunity. 50% of promising radio station in large growing Southwest market for $50,000.00. Buyer can manage facility. Grossed $90,000.00 last fiscal year. ***Another H&L Exclusive.***

WASHINGTON, D. C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St., N.W.
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
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Local radio gets catv advertising budgets

NCTA STUDY SHOWS $1 MILLION ANNUAL EXPENDITURE

Over $1 million is spent yearly on local radio stations throughout the country by community antenna systems advertising their services.

The figures are based on a survey by the National Community Television Assn. among its members. NCTA asked how much each spends weekly on radio advertising. Of the 93 replies received from the 475 members of the organization (a return of 19.5%), 27 said they do not advertise on the air, but 66 said they use radio and spend, in the aggregate, $2,300 a week. The average weekly expenditure in radio for these 66 is $35 per week.

Counting about 800 catv systems operating in the country, and deducting 240 as representing the percentage not using radio, the $35 weekly average can be counted as commercial time buying by the remaining 560 catv systems.

Three catv systems told NCTA they spent a total of $1,350 in television itself during the past six months.

Community antenna systems bring tv to subscribers by picking up video signals off the air and conducting them to customers' homes via coxial cable lines. Monthly charges for this service run $3.50 to $9; some systems also bill for installation.

Program Sponsors ▪ Most of the advertising by catv companies are spot promotions for the service, but a significant number sponsor full programs. For the most part these are high school (and in several instances the local junior college) football, basketball and hockey matches. News and weather shows are also sponsored by some cable companies. In many instances the antenna company underwrites the cost of public service spots (Red Cross, Community Chest, Chamber of Commerce, etc.).

One of the most interesting uses of radio by cable companies is that on KCLS Flagstaff, Ariz., by the Flagstaff Tv & Cable Co. By telephone from its own office at 3:45 p.m. Mondays through Fridays, the catv company broadcasts a 10-minute program of recommended evening tv viewing from Phoenix. The time is donated by KCLS as a public service program. The Flagstaff catv system carries the four Phoenix tv stations. It serves over 4,000 subscribers.

Other ventures, involving the catv system and local radio station:

▪ West Virginia U. basketball tournaments during the last two years have been carried by WTRF-TV Wheeling, W. Va., sponsored by catv systems in Clarksburg, Fairmont, Elkins, Weston and other cities of north central West Virginia.

▪ Live telecasts, originated in the catv studio by KIUN Pecos, Tex., every afternoon presenting local news, weather, sports and panel discussions have been transmitted by the Pecos Cable Television Co. in that city.

▪ Local news is covered for tv stations (about 50-60 miles distant) by the Panther Valley Television Co. in Lansford, Pa. News "as it happens" is immediately passed on to the tv stations. This is usually the first report received and is used on local area telecasts.

▪ KLEA Lovington, N. M., a daytime-only station, uses one of the Lovington Antenna Co.'s channels for nighttime, audio-only broadcasts of local news, sports, bingo games and elections. The catv system supplies a vidicon tv camera for studio presentations originated at the radio station and used mainly in conjunction with local charity drives, Chamber of Commerce fund campaigns and other items of local interest.

▪ In Farmington, N. M., the Farmington Community Tv works with KNDE-AM-FM there in getting stereo to its customers. KNDE stations broadcast stereo by using the am and fm outlets for separate audio channels. By feeding KNDE-FM through one of the catv channels, Farmington cable customers can receive the fm stereo signal on their tv sets, and get the other stereo channel on their am sets off the air.

COLOR TV GETS ALL-STAR GOLF

Fore! This season the All-Star Golf tournament tees off on Color TV. The rush to Color is growing. Are you with it? Get the whole Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

H-L files counterclaim against Stubblefield

Hamilton-Landis & Assoc., station brokers, filed a counterclaim against one-time associate, William T. Stubblefield, last week in U. S. District Court in the District of Columbia.

The firm also denied allegations made by Mr. Stubblefield in his civil suit against Hamilton-Landis and Ray V. Hamilton, its principal, seeking commissions and wages totaling over $53,000 plus an undetermined amount for commissions (BROADCASTING, Aug. 14).

In its counterclaim, Hamilton-Landis asserts that Mr. Stubblefield used corporate funds for his private accounts. It also alleges that Mr. Stubblefield breached a provision in his contract forbidding him to engage in station brokerage business for a period of time. The station broker firm asks the court to assess "exemplary" damages against Mr. Stubblefield of $100,000 plus actual damages or, in the alternative, 2½% of $10.3 million for breach of contract. The $10.3 million represents the amount of business in the firm at the time Mr. Stubblefield left. The contract provides a 2½% penalty of this amount for violating the ban on competing.

Mr. Stubblefield was with Hamilton-Landis from September 1957 to October 1958. He now owns and manages WAGE Leesburg, Va.

KFOX, AFTRA sign pact; KFWB strike continues

There was no change last week in the strike of the American Federation of Television & Radio Artists against KFWB Los Angeles, which begins its third month today (Sept. 11). Both sides expressed their willingness to meet and consider any reasonable proposal, but there was no meeting nor any new proposal. The AFTRA pickets continued their march in front of KFWB's studio doors.

However, AFTRA did announce that it had signed a new contract with KFOX Long Beach, the first agreement to be completed with any of the 17 Los Angeles area independent radio stations whose contracts with AFTRA expired last April 30. The new KFOX contract is a two-year deal, calling for weekly increases for staff announcers of $17.50 over the two-year period, $10 the first year and an additional $7.50 the second,

NEWS from the far corners of the world

..filmed with **AURICON** 16mm Filmagnetic Cameras and **SOUNDCRAFT** Magna-Stripe raw stock!

News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens—filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock.

Magna-Stripe, Soundcraft's exclusive method of putting magnetic stripes on film, is unaffected by photo developing processes.

Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape **—with no signal loss in transfer from the original to the final print!**

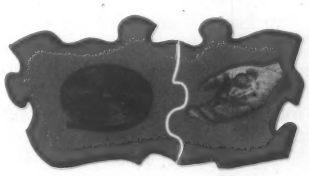
If it's news you're after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock—for high-fidelity results in single-system filming!

AURICON EQUIPMENT
IS SOLD WITH A 30 DAY MONEY-BACK GUARANTEE
AND A ONE YEAR SERVICE WARRANTY

Write for complete information about Soundcraft Magna-Stripe raw stock:

REEVES **SOUNDCRAFT** CORP.
Great Pasture Road, Danbury, Conn.
LOS ANGELES: 342 N. LA BREA AVENUE

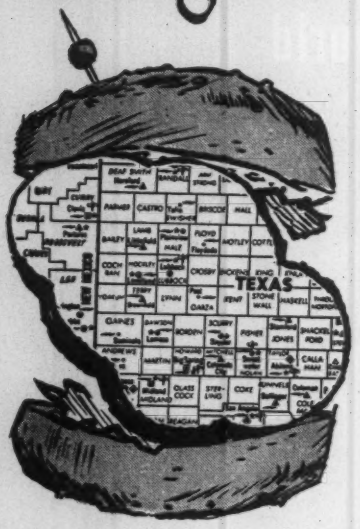
"THEY GO TOGETHER"



Write for complete information about Auricon Filmagnetic Cameras:

BACH AURICON Inc.
6998 Romaine St., Hollywood 38, Calif.
SOUND-ON-FILM EQUIPMENT SINCE 1931

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

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KPAR-TV ABILENE - SWEETWATER
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REPRESENTED BY ats

W. D. "Dub" Rogers, President and Gen. Mgr.

'Do it yourself' for White House handyman

Memo to JFK, a book presenting NBC News correspondents' evaluation of major world problems facing President John F. Kennedy, will be published Oct. 3 by George P. Putnam's Sons Inc., New York.

William R. McAndrew, executive vice president, NBC News, who wrote the opening chapter of the book, explained last week that the book's purpose is "to extract the issues that make the difference between a free society and a slave one, and to re-emphasize the directions to be followed by the Kennedy Administration to keep the world alive and free." He said the book is the work of men trained to report and evaluate.

A preface to the book is written by Robert E. Kintner, NBC president. Chapters on overseas areas are by the following correspondents: John Chancellor, Joseph C. Harsch, John Rich, Irving R. Levine, Edwin Newman, Welles Hangen, Cecil Brown, James Robinson and Wilson Hall. Sander Vanocur wrote the final chapter which concerns President Kennedy's plans to deal with problems posed in the book's preceding chapters.

with the initial raise retroactive to May 1.

The contract also provides for two weeks' additional termination pay, doubletime pay for work on Christmas or New Years, restrictions on employment of part-time announcers to two days a week and gives AFTRA members the right to respect picket lines of other unions whose strikes against the station have been sanctioned by the Los Angeles County Federation of Labor and approved by the national AFTRA. This is a new clause for AFTRA and a most important one, according to Claude McCue, executive secretary of the Los Angeles AFTRA local. It will be mandatory in all future AFTRA contracts, he said.

Gittleson organizes sales-promotion firm

Broadcast House Enterprises Inc., offering sales and promotion services to radio and tv stations, has been established with home offices in Manchester, N. H. Norman Gittleson, a broadcasting executive of 15 years, heads the new organization.

Plans are now underway to open branch offices in New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco and Toronto.

The firm's first promotion, "Number's Up," tested in Omaha and Lincoln, both Nebraska, already has been sold to 19 stations. They are: KQTV Fort Dodge, KBIZ Ottumwa, KROS Clinton, KCRG Cedar Rapids, KIOA Des Moines, all Iowa; KTOP Topeka, KWBW Hutchinson, KELO Wichita, all Kansas; WQUA Moline, WRRR Rockford, both Illinois; KTLN Denver, WYSN Colorado Springs, KTUX Pueblo, all Colorado; KBON Omaha, KLMS Lincoln, both Nebraska; WERC Erie, Pa.; KGWA Enid, Okla.; WHEN Syracuse; KUSN St. Joseph, Mo.

Broadcast House Enterprises is located at 45 Market St., Manchester. Telephone: NA 7-7669.

Catv outfit registers offering with SEC

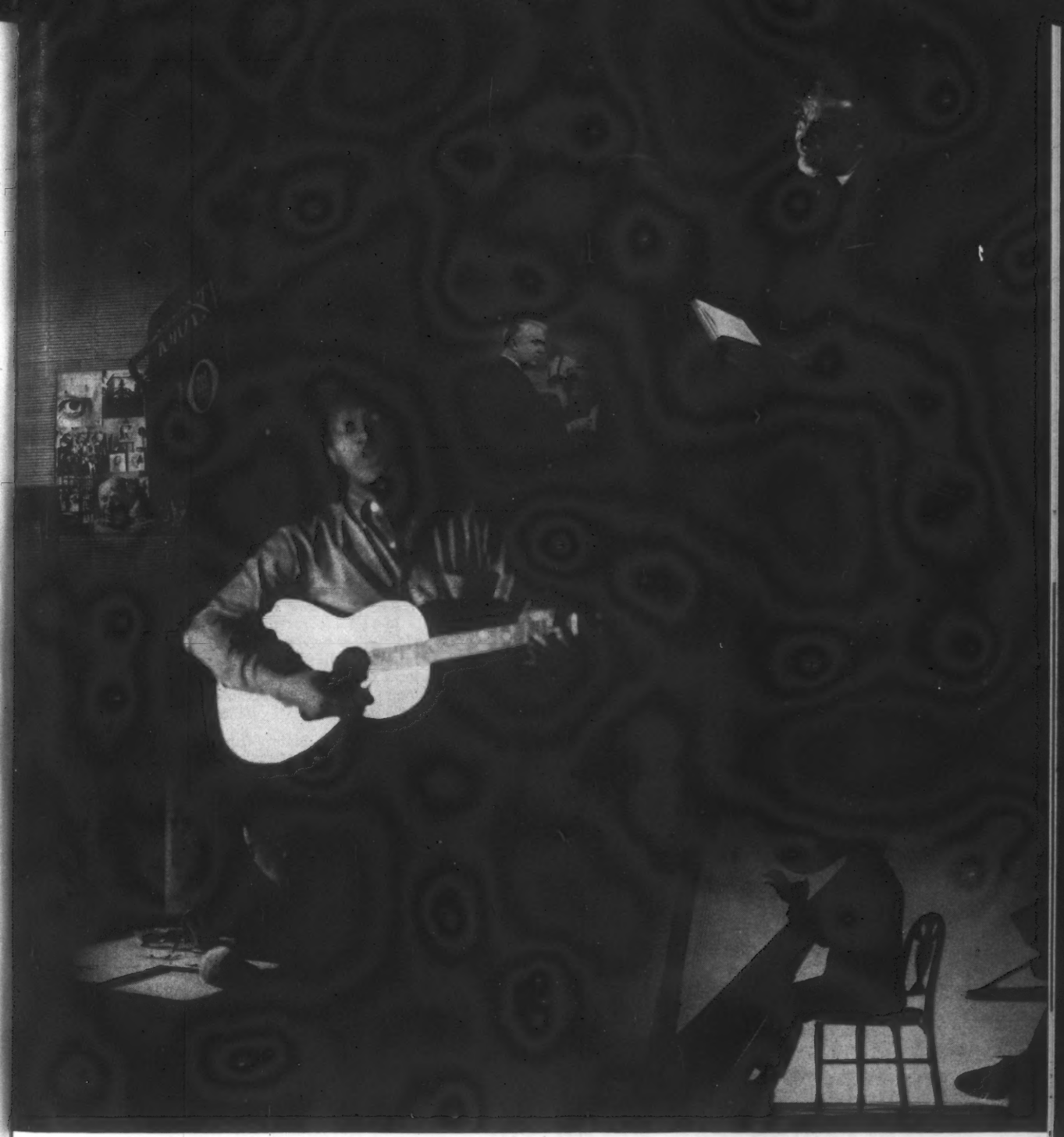
Multiple-catv system owner H&B American Corp. last week filed with the Securities & Exchange Commission to register $2,575,000 of 6% sinking fund debentures due 1973 and 12-year warrants to purchase 206,000 shares of common stock. The debentures and warrants will be offered in exchange for $2,575,294 of 3% outstanding 10-year notes due 1964.

The company is engaged almost totally in the catv industry. A few years ago it had highly diversified interests; H&B still retains a home barbeque equipment manufacturing division but has announced its intention of selling it. H&B operates 26 catv systems in Alabama, Arizona, California, Idaho, Iowa, Maine ,Montana, New Jersey, New Mexico, Washington and Canada. It plans to acquire eight other systems in New Jersey, Florida and California. H&B also furnishes tv signals to its own and other systems by means of microwave relay.

Monthly rates to subscribers vary from $3.50 to $7. Connection charges are $9.95 to $141. Most H&B subscribers receive five channels, though systems vary from three to seven channels.

The company showed gross operating income on its catv holdings of $1,312,-987 for the nine months ending April 30, 1961, but showed net loss of $89,-856. H&B stock is listed on the American Stock Exchange; it has shown a high of 6¾ and a low of 1⅝ in the first half of 1961.

Company officers and directors own 16% of the outstanding stock. David E. Bright is board chairman and president.



KALEIDOSCOPIC! Dixieland jazz, Picasso, glass blowing, photojournalism, set design, modern music—"Montage" has many faces. The range of subjects covered on this weekly public affairs program is inexhaustible, as "Montage" takes its viewers on expertly-guided tours of the fascinating world of the arts... with particular attention to the local scene. Sometimes startling, always entertaining, during its three years on the air "Montage" has won two annual awards from the Ohio State University Institute for Education by Radio-Television. Too, the series has won a devoted following among St. Louis audiences, who month after month, year after year, find their favorite television programs—information and entertainment—on CBS Owned **KMOX-TV**

CHANNEL 4, ST. LOUIS

KSET goes into publishing business

KSET El Paso, Tex., may be forgiven if it cares to boast about the extent of its coverage. The station has gone into the newspaper business with the establishment of its own publishing company.

The publishing business, too, has brought with it changes in KSET's rate card, which now lists a column for space rates. Available to KSET advertisers, too, is a package plan whereby they can get newspaper space in addition to radio time for a single price.

Currently KSET (the Sun Publishing Co.) prints the international *El Correo,* distributed in El Paso and Juarez, and one (*El Sol*) of five suburban shoppers it plans to have in operation soon.

Media reports...

13 for Mutual ▪ Thirteen new affiliates have joined Mutual, according to MBS stations vice president Charles W. Godwin. New affiliates are: WIVY Jacksonville, Fla.; WSTN St. Augustine, Fla.; WKID Champaign-Urbana, Ill.; KJUD St. Johns, Mich.; KDET Center, Tex.; KMIN Grants, N. M.; KYOR Blythe, KPRO Riverside, KROP Brawley and KREO Indio-Palm Springs, all in California, and KVNI Coeur D'Alene, KWAL Wallace and KSPT Sandpoint, all in Idaho.

Edison awards ▪ Nominations are open for the Thomas Alva Edison Foundation National Radio & Television Station Awards for Serving Youth in 1961. The awards give recognition to a local radio and tv station which have distinguished records of program service to youth. Each winning station receives an Edison scroll, and a $1,000 scholarship award to an outstanding local high school senior. Nominations are made by national civic organizations cooperating with the Edison Foundation.

Negro programming ▪ WWRL New York effective Monday, Oct. 2, will devote its full 24-hour broadcast day, Monday through Friday, to serve Negro audiences in metropolitan New York and New Jersey. Weekend programming will continue to serve Spanish, German, Czechoslovakian and Greek speaking New Yorkers.

Radiothon ▪ Thanks to the financial efforts of KORL Honolulu, the Hawaiian Little League team was able to participate in the Little League World Series at Williamsport, Pa. J. Akuhead Pupule started a radiothon on his early morning program, reaching the goal of $5,000 four hours later.

Colorcasting ▪ KBTV (TV) Denver, an ABC-TV affiliate, will begin telecasting in color today, Sept. 11, says president and owner, John C. Mullins. In addition to a six-night-a-week schedule of color movies, much local programming and extensive use of color on local commercials is planned. The station's color equipment is estimated at $100,000.

Editorializing award ▪ C. E. Peacock, news director of WWGP Sanford, N. C., was presented with a resolution which was unanimously passed by the Lee County board of commissioners. The citation praised him and the station for displaying a high degree of civic responsibility and initiative by presenting constructive criticism of issues facing the people through the use of on-air editorializing.

Award ▪ WTTG (TV) Washington has been named winner of the Mass Media Award by the 10 Washington area chapters of the American Assn. of University Women for its Shakespearean series, *An Age of Kings.* It was the first time since the award was established in 1952 that a series not locally produced was judged the winner.

Scholarship ▪ The Maryland-D.C. Broadcasters Assn. has established a $500 scholarship at American U., Washington, D. C., for a student to be selected on the basis of scholastic rating, interest in broadcasting and need. The announcement was made by Mrs. Virginia F. Pate, WASA Havre de Grace, Md., chairman of the group's education committee.

Station on wheels ▪ WWLP (TV) Springfield, Mass., has acquired a new mobile tv and video tape cruiser which it calls "a tv station on wheels." Built at a cost of $125,000, the new mobile unit is equipped with three tv cameras, portable video tape equipment, an audio and microwave relay, a 100-foot portable tower, lighting and audio equipment.

Advertisers honored ▪ WBAL-TV Baltimore, in a continuing effort to increase the quality of its programming, has awarded 18 special citations to advertisers who have sponsored informational, educational, cultural, religious and other programs which it feels serve the interests of the community.

Seven Sisters fund ▪ WIP Philadelphia has raised $5,270.41 for its "Seven Sisters" fund. The money will go to the seven Schaefer girls, whose mother died in childbirth and whose father was killed recently in an automobile accident.

It's official now: Wasilewski, exec vp

Vincent T. Wasilewski, 38, was named executive vice president of NAB last week. The announcement, widely reported earlier (BROADCASTING, Aug. 14, 28), was officially made by NAB President LeRoy Collins last Thursday.

At same time Gov. Collins announced the appointment of Robert D. Swezey as director of Tv Code Authority (see page 66).

Now vice president in charge of government affairs, Mr. Wasilewski has been with the NAB for 12 years. He was graduated from the U. of Illinois and joined NAB's legal staff in 1949. He became chief counsel in 1953, government relations manager in 1955 and a vice president last year. He holds a B.S. degree in political science and a Doctor of Jurisprudence degree. He is a member of the American Bar Assn., American Judicature Society and

FRED COE PRODUCING SELZNICK CLASSICS FOR COLOR TV!

Fred Coe joins the trend to Color TV with "Theater '62", a live series of full-hour dramatizations of David O. Selznick screen classics. Get the full story about the trend to Color today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

CHANNEL

WIIC

The eyes of Pittsburgh

Represented nationally by Blair-TV

Swezey: The codes are affirmative, not negative

Robert D. Swezey, whose broadcast roots go back to the old Blue Network, is the new director of the NAB Code Authority—and he's got some ideas that he hopes may improve tv programming.

The new code director—named officially by NAB President LeRoy Collins last week but whose appointment had been reported for weeks before (BROADCASTING, Aug. 14)—feels that the NAB codes were established to accomplish an affirmative good, not just as a list of "shall nots."

And he ought to know what he's talking about. Mr. Swezey, 54, a pioneer broadcaster who joined NBC in 1939 and who was general counsel of the Blue Network when it split off from NBC in 1942, helped write an earlier version of the radio code and the tv code. He was chairman of the NAB committees which drafted the two codes—the revised radio code at Atlantic City in 1947 and the tv code in Washington in 1952.

"The first thing I'm going to do," he said last week, "is to familiarize myself with all the details of the codes. After all a lot has happened since they were inaugurated, and I've been way from broadcasting for the last two years."

Mr. Swezey was executive vice president and general manager of the Mutual Broadcasting System in the post World War II days. From 1948 to 1960 he was executive vice president, general manager and part owner of WDSU-AM-TV New Orleans. He served as a special assistant to Secretary of Labor James P. Mitchell during the last year of the Eisenhower administration. At present he is a consultant and a director of a helicopter company.

After he reads all the code material, he explained, including minutes of the code review boards, he plans to meet individually with each member of the code staff. "After that," he said, "we'll have our big staff meeting and get to work."

The tv code staff at present numbers seven; Edward H. Bronson is director of Washington headquarters, with Harry Ward as assistant director and Peter Friend in charge of monitoring; Stockton Helffrich is director of the New York code office, with Warren Braren as assistant director; Frank Morris is assistant director in Los Angeles, with Jim Gillis as executive assistant. E. K. Hartenbower, KCMO-TV Kansas City, is chairman of the Tv Code Review Board.

The radio code, revised last year, is under the direction of Charles M. Stone, stationed in Washington. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

In discussing his philosophy, Mr. Swezey begged off being too concrete, because, as he said, "you've got to give me time to catch up."

His primary attitude, he explained, will be to try to make the code authority an affirmative structure, "not just against things."

"So many of the 'problems' are relatively minor. We tend to get lost in trivia," he explained.

"Of course," he added, "there are a lot of practical problems. But these can be handled in the light of intelligent self-interest. For instance take this outcry about violence on children's programming. Nobody wants to contaminate a child's mind; maybe we can work with broadcasters and advertisers to put something better, something finer on for the youngsters. After all, this stricture is in the codes now; children's programs should uplift as well as entertain."

This affirmative injunction is inherent throughout both codes. Mr. Swezey pointed out. It is his intention to try to approach code administration in this light, rather than in a negative way.

"Don't misunderstand me," he warned, "We're going to move slowly. We're going to try to find out precisely where the problems are. How bad is tv? If there are bad spots (and no one can deny there are some) we're going to find out where it is wrong.

"I don't want to sound like an apologist for the industry, but we've got to consider that tv is one of the mass media. After all, how good are the movies today? Newspapers? Not very, to be honest about it."

Mr. Swezey is a graduate of Harvard U. and its law school. He was an NAB board member and chairman of the tv board during his years in the industry.

His contract with NAB is for two years. Although his salary was not disclosed, it's understood to rank second to Gov. Collins'. The NAB president gets $75,000 a year plus an expense allowance. Mr. Swezey will report directly to Gov. Collins. The five-man code review boards will act on appeals. They will also recommend changes in the codes.

The new code director will assume his NAB office Oct. 15. He hopes to attend the NAB regional meetings in Salt Lake City and San Francisco.

In announcing the appointment, Gov. Collins said:

"We are particularly fortunate to obtain the services of Mr. Swezey. Nothing is more important to the future of broadcasting than a strong and effective self-regulating code operation, and I am confident he will bring to this work the competence, dedication and recognition which will enable it to achieve that stronger and more effective status."

the Federal Communications Bar Assn. He is an Air Force veteran of World War II.

Mr. Wasilewski will serve as chief administrative officer under Gov. Collins and will be his adviser on all matters and will act for the president in Gov. Collins' absence.

Gov. Collins said, in announcing the appointment:

". . . I am proud to have Mr. Wasilewski as our executive officer. His knowledge of the headquarters staff and his dedication in the work of NAB is outstanding. His conspicuous competence in the area of government relations, his intimate understanding of the broad range of practical problems confronting broadcasters, his fine leadership qualities—all will prove especially helpful in our future work."

PBC

is proud to be in Broadcasting

Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

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WTTM, Trenton, N. J. WGAR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

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979' high or 1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
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WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

Readying for Oct. 1 start

Indoctrination seminar for the sales staff of the new National Sales Division of RKO General Inc. was addressed by an array of speakers that included Thomas F. O'Neil (above), board chairman of General Tire & Rubber Co. (BROADCASTING, Aug. 28).

The new unit, which goes into operation Oct. 1, will be national sales representative for the RKO-General owned stations that include WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston, KHJ-AM-FM-TV Los Angeles, CKLW-AM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington and the Yankee Network.

RADIO NEWS

L. A. study shows constant service

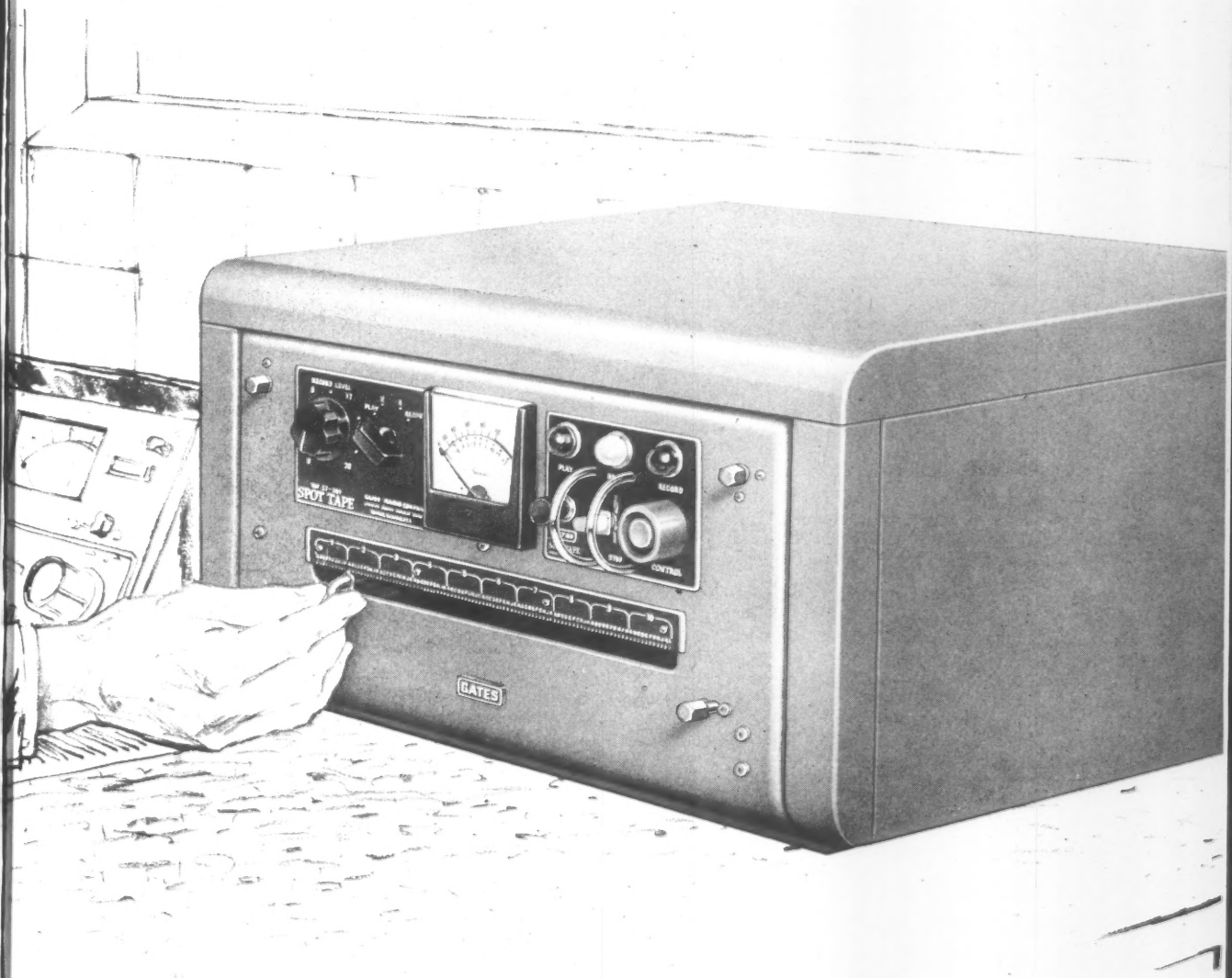
"There are but a few fleeting periods of not more than a few minutes when news is not available to radio listeners in Los Angeles County." So states Ernest Kreiling in an analysis of the news and public affairs programming of the county's 24 am radio stations prepared as a thesis in the Dept. of Telecommunications of the U. of Southern California.

On the average, these stations devote one-eighth of their time between 6 a.m. and midnight to news and public affairs programming, Mr. Kreiling reports. During the daytime hours, the five- and 10-minute periods without news are between 15 and 25 minutes after the hour, 25 to 15 minutes before the hour and 15 to five minutes before the hour. At most other times, news is available from a number of stations and at 5 and at 6 p.m. listeners can choose among 13 stations for news. The frequency and length of newscasts diminish after 7 p.m. "It remains for the listeners to determine for themselves whether this represents too little news, too much or just enough," he comments.

Public affairs programming represents only 1.3% of the 6 a.m.-midnight time during the week, in contrast to the 12.2% devoted to news and is distributed 64.2% weekdays, 35.8% weekends, a smaller concentration on weekends than might have been anticipated. The public affairs weekday programming comes mostly from KNX, CBS-owned Los Angeles station whose schedule includes *Story Line*, several hours of public affairs programming each afternoon, and KGFJ, independent station programmed for Negro listeners, which carries more than the average of this type of program. KGBS, also above average, airs most of its public affairs programming on weekends.

There is wide variation in the amount of time devoted to news and public affairs programming by the Los Angeles am stations, Mr. Kreiling reports. The three network stations allocate an average of 25.3% of their schedules to news, versus 10.1% for the independents, and 3.0% to public affairs, versus 1.1% for the non-network stations. The more powerful stations tend to devote more time to news and public affairs than the medium or low-powered stations, with individual variations within each group. Overall, 17 of the 24 stations fall below the average, which achieves its level largely through the network outlets and through KGBS, KGFJ, KFOX and KLAC.

REPORTED THE TRADE PRESS IN MARCH 1959: ***"A new working tool to make spot announcement handling as simple as push-button technology will permit."*** The attention was focused on the new Gates Spot Tape Recorder, soon to be called the greatest boon to broadcasters since the invention of the microphone. Now, two years later, more than 500 stations from coast to coast have one or more Spot Tape Recorders in operation. ■ Just look at the application: On *one* tape 13" wide are 101 announcements up to 90 seconds duration each. You simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest, including automatic rewind and perfect cue for split-second airing of the next spot. ■ Let us tell you more about the *exclusive* Gates Spot Tape Recorder. Write today for Brochure No. 73 – yours for the asking.



GATES **GATES RADIO COMPANY**

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JACKSONVILLE CH. 12 CASE

Reopened to find if there were any off-the-record contacts with commissioners in original grant

Testimony in the FCC's reopened inquiry into whether its original grant of ch. 12 Jacksonville, Fla., had been influenced by off-the-record contacts with commissioners made the case "curiouser and curiouser" as Alice In Wonderland put it.

For example, a partner in a Jacksonville engineering firm gave a Jacksonville city commissioner $5,000 to pay a Tampa lawyer for services in gaining a grant for the city, one of the applicants for the channel. Yet the commissioner claimed he had never engaged that lawyer's services and has never reimbursed the engineer for the $5,000. So testified J. Dillon Kennedy, city commissioner in charge of utilities and the city's radio station WJAX.

The lawyer, Miles H. Draper, said the $5,000 fee was "to neutralize any political influence" exercised by one of the competing parties, Jacksonville Broadcasting Co. Mr. Draper said he had found no such influence. He roundly denied the suggestion of FCC Counsel Hilburt Slosberg that the $5,000 fee was paid so that he would exert influence on his friends at the FCC, notably former Commissioner Richard A. Mack, whom Mr. Draper referred to as "an old friend." Mr. Draper said he gave roughly half the fee to Harlan L. Kays Jr., a Washington, D. C., associate, for keeping him apprised of any developments in the case. When Mr. Slosberg asked if Mr. Draper couldn't have gotten the same information free from the FCC secretary's office, Mr. Draper said he probably could have. When asked if he preferred to pay Mr. Kays $2,500 for the service, Mr. Draper said he did.

Mr. Draper testified that he had discussed his testimony with Mr. Kays, slated to be a Friday witness, on Thursday. He said he told the Washington lawyer that FCC counsel was trying to learn why they were paid such a large fee for so little work. He volunteered: "You must understand that for a person to be able to walk into certain offices in the city of Washington, there are years of activity," and "not everyone can do this" and be well received and gain information.

Mrs. Annette E. Hutterly, chief of the FCC Minutes Div., testified to the agency history of the case. The hearing examiner's initial decision, issued April 4, 1955, favored Jacksonville Broadcasting Corp. Oral argument was held in February 1956 and on Aug. 29, 1956, the commission voted to grant the channel to Florida-Georgia Television Co. The vote: Commissioners Hyde, Mack, Lee and Doerfer voted to grant the channel to Florida-Georgia; Commissioner Craven abstained, and Commissioner Bartley and Chairman McConnaughey voted for Jacksonville Broadcasting.

Another Old Friend ▪ One of the issues before Chief Hearing Examiner James D. Cunningham is to determine whether any commissioner voted on the original grant who should have disqualified himself. Francis P. Conroy, a Jacksonville lawyer unconnected with any applicant, said he had been a friend of Commissioner Mack since high school days. Mr. Mack called him to ask his opinion of the three applicants before the final decision, Mr. Conroy said, but he was unable to give him any information. Mr. Conroy told Commissioner Mack he knew principals of two of the applicants, Florida-Georgia Tv and Jacksonville Broadcasting Corp., and that those companies had the reputation of being financially sound.

Mr. Kennedy, Jacksonville city commissioner, testified that he had told Mr. Draper he was "interested" in whether political influence was a factor in getting an FCC grant. He also told Mr. Draper of his interest in the city of Jacksonville getting ch. 12 in February 1955, Mr. Kennedy said. (An attorney representing the city at the hearing announced that Jacksonville no longer wished to be an applicant and was participating in the hearing at the request of the FCC.)

Mr. Kennedy claimed that at no time had he asked Mr. Draper to take any action in behalf of the city with the FCC and that when Mr. Draper billed him for $5,000 for services it came as a total surprise and that he had no idea why the fee was charged.

Mr. Kennedy said he did not answer Mr. Draper's request for $5,000 but went to "my best friend" George B. Hills, of the engineering firm representing Jacksonville's application, for advice. Mr. Hills advised Mr. Kennedy to pay and said he would put up the money, Mr. Kennedy testified. Examiner Cunningham asked Mr. Kennedy if Mr. Hills had been reimbursed; Mr. Kennedy said no and explained Mr. Hills had given the money to him as a gesture of friendship.

"Favorable & Sympathetic" ▪ Mr. Draper gave the engineering firm receipts for the $5,000 and sent a letter explaining that his fee was "in no way contingent on the result." Mr. Draper was paid after the decision which denied the city of Jacksonville. The lawyer's letter said, "We created a favorable and sympathetic response, but there was one factor which we were unable to overcome which I can only relate to you in person and not in a letter. We thought, for a time, we had overcome this factor but apparently we had not."

Questioned by Mr. Slosberg, Mr. Draper said the "favorable and sympathetic response" was created with the lawyer's friends at the White House and the Republican National Committee, not at the FCC. He said he had ascertained from Republican National Chairman Leonard Hall that tv grants were not influenced by politics and that no Jacksonville applicant had approached the committee. He said he got similar information from sources in the White House which he did not specify.

Mr. Draper said the "factor we were unable to overcome" was an FCC policy against granting licenses to municipalities because management was liable to change on the outcome of elec-

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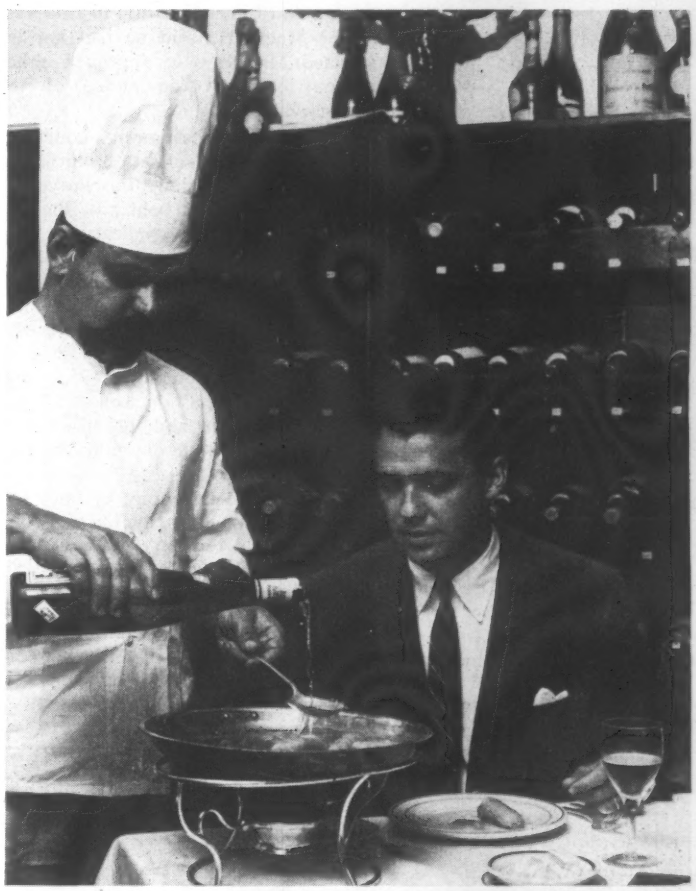
Crêpes a la Masson

OLD NEW ORLEANS FAVORITE

1 lb. Lump Crabmeat
1 lb. Cooked Shrimp
1 lb. Cooked Lobster Meat
½ cup Chopped Shallots
½ cup Chopped Mushrooms
½ lb. Butter
2 cups White Wine
1 cup Cream
4 Egg Yolks
Cognac
Favorite Pancake Recipe

Sauté shellfish ingredients with ¼ lb. butter for five minutes. Sauté shallots and mushrooms with ¼ lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambé-baste shellfish mixture with cognac and combine ½ of shallots and mushroom sauce. Prepare 12 crepes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.



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Here are two outstanding SHOWS, each a PLUS, presented on WWL-TV. Each day of the week Hap Glaudi, the premiere sports authority in New Orleans, brings to sports fans throughout the WWL-TV viewing area sports reporting in depth. His highlights of the latest sports events and hard-hitting opinions about the sporting world grab the attention of every viewer.

Another ENTERTAINMENT PLUS feature of WWL-TV is its wonderful 6 p. m. programming. 6 p. m. on WWL-TV Monday through Friday means the most exciting series of programs in town. • Yancy Derringer on Monday continues to merit one of the strongest ratings in the area. • Tuesday finds the population watching Official Detective. • This Navy town watches Silent Service on Wednesday. • Arthur Jones, local big game hunter, presents his highly-rated Wild Cargo program each Thursday. • Last, but not least, is Man Without A Gun seen on Friday.

These are but a few of the ENTERTAINMENT PLUS FEATURES on WWL-TV. Get the complete story from Katz, and then sell your product on the ENTERTAINMENT PLUS station in New Orleans.

CBS **WWL-TV**
NEW ORLEANS

Represented Nationally by Katz

Examiner Cunningham
Re-opens case

tions, disrupting continuity of management.

Mr. Draper said he had introduced his Washington associate Mr. Kays to Commissioner Rosel H. Hyde and had attempted to introduce him to Commissioner Mack. He said he had not instructed Mr. Kays to approach either commissioner on the merits of the Jacksonville case.

Mr. Draper's testimony conflicted with that of Mr. Kennedy on whether the latter had retained the lawyer to perform services on behalf of the city of Jacksonville's tv application. Mr. Draper held there had been a definite commitment for him to look into "political influence" by other applicants in exchange for $5,000. He said Mr. Kennedy had met him at the Jacksonville depot in September 1955, told him to "go ahead" in behalf of the city's application and promised him $2,500 the following month, the balance by year's end.

According to testimony by both Mr. Draper and Mr. Kennedy, the city commissioner paid the lawyer $2,500 cash in March 1956, the money supplied by Mr. Hills, after several requests for payment by Mr. Draper. The Hills firm gave Mr. Draper a check for $2,500 in October 1956. Receipts for both payments were sent by Mr. Draper to the engineering firm.

National Airlines seeks Supreme Court stay

National Airlines last week asked the U. S. Supreme Court to stay the FCC's order voiding its license for ch. 10 Miami and the request was immediately opposed by L. B. Wilson Inc., holder of an FCC permit to substitute for the present ch. 10 cp.

The request to the Supreme Court was filed by National Airlines after the U. S. Court of Appeals for the District of Columbia on Sept. 1 denied a request for a stay. This order was issued without a decision. The same court last July upheld the FCC's ruling voiding the 1957 grant of ch. 10 to National Airlines' subsidiary, Public Service Television Inc., and disqualifying all applicants except L. B. Wilson Inc. because they engaged in off-record talks with FCC commissioners. The commission, in issuing the new grant to L. B. Wilson Inc., specified that its first license term would be for four months. National Airlines has asked the Supreme Court to review this appeals court decision.

Pending a ruling on the stay request by a Supreme Court justice (the court is now in recess, but a single justice is available to act on motions and petitions), the FCC does not plan to act, it was ascertained. If the Supreme Court denies the stay, it is presumed the commission will then order National Airlines' WPST-TV Miami off the air so that L. B. Wilson can commence broadcasting. It is assumed that National Airlines will be given a couple of weeks grace. L. B. Wilson Inc. has built its station and is prepared to begin operating immediately after it receives the green light from the FCC.

FCC's plan could stunt fm growth—WHFS (FM)

The FCC's plan to revamp the fm spectrum may bring about the end of fm's growth, WHFS (FM) Bethesda, Md., cautioned in comments on that rulemaking (BROADCASTING, July 3).

The station offered a counterproposal which would establish different fm station classifications and new mileage separation standards. WHFS feels the FCC separation standards are unnecessarily high and will prevent the authorization of more than a few new stations except in sparsely populated areas. The station said its plan would clear up the existing cases of interference and, at the same time, expand coverage to areas now underserved. The WHFS plan specifies frequencies and power to be authorized in each classification of fm station.

Commenting on the same FCC proposal, Jampro Antenna Co. submitted an engineering statement favoring the use of directional fm antennas in certain applications.

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A Word* About the Duluth-Superior Market

*or the Superior-Duluth Market, as the Case May Be, and It Is; or WMT's First Cousin Sounds Off.***

AS THE WESTERMOST TERMINUS of the Great Lakes—St. Lawrence Seaway shipping route, Duluth-Superior is a major international market and port now in the midst of prosperous activity expected (even by non-WEBC'ers) to continue. This is hardly calculated to cause dancing in the streets of Manhattan, Chicago, and other hip megalopolises but it thrills us to the depths of our southermost terminus. We figure a little of the thrill may rub off on time buyers.

One Sieur DuLhut built a trading post hereabouts in 1678; people came to enjoy pelt pelf, scenery and skiing; before you knew it they were listening to WEBC. Meanwhile iron ore from the Mesabi flowed east, coal flowed west; grain flowed in all directions; the military built; flour mills bloomed, drydocks, paper mills and timber grew. We looked up one day and there was a $52 million weekly industrial payroll, which is nicer to meet coming than going.

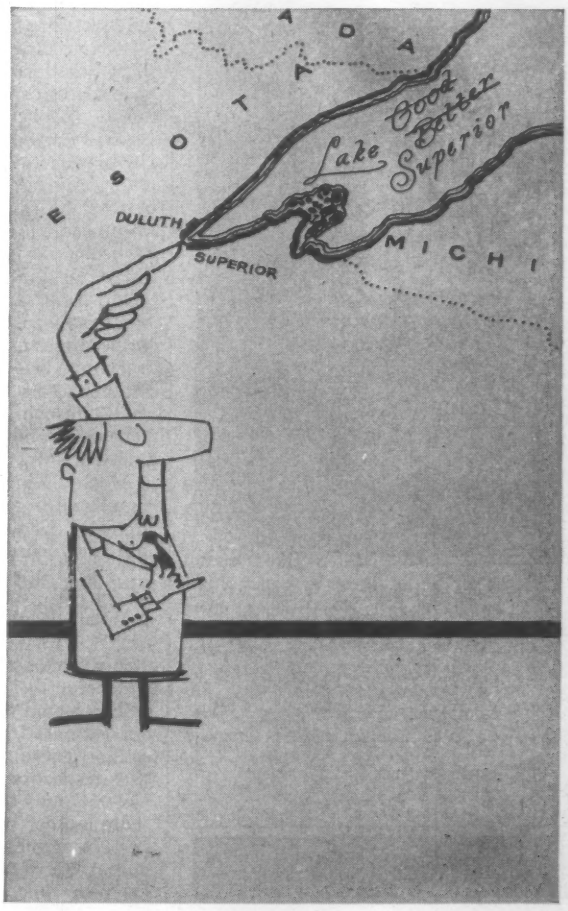
We never did understand how they count these things, but there are 294 wholesale establishments hereabouts doing more than $312 million worth of business a year. The farm market is responsible for another $9½ million. When it gets down to big numbers, though, we shine in the grain dept. During the Seaway's first season over 86 million tons of grain were exported.

We're the second market in Minnesota (those other Twins top us). Cross the river and we're the second market in Wisconsin (Milwaukee, you know). Makes us kind of proud: second in two different states. Not many metro markets can make that claim, especially on Lake Superior.

No advt. of this type would be complete without a few ratings pratings. We have the largest share of audience (Pulse, Nov. '60) weekday mornings, weekday afternoons, weekday average, and Sunday afternoon. Weekday evenings? Tied for first.

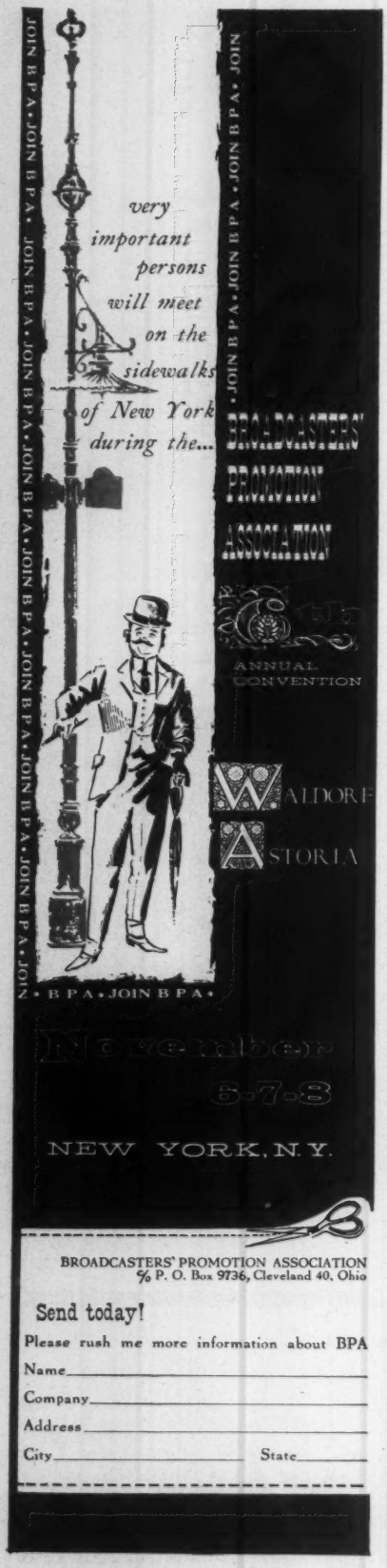
We became WMT's cousin recently, thanks to the exchange of some stuff you put on the tambourine, and the approval of the FCC. As far as we know it hasn't had any bad effects, and we think it looks nice in our sig.

WEBC
Duluth-Superior
Represented by The Katz Agency, Inc.
560 kc 5,000 watts
Affiliated with WMT AM & TV, Cedar Rapids—Waterloo; K-WMT, Ft. Dodge



*368, excluding sig.

**It sounds real on in the Duluth-Superior market, or the Superior-Duluth market, as the case may be, and it is.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RCA TV Microwave Spans 136 Miles in a Single Hop!

New TVM-1B Equipment Carries TV Signals Over Great Salt Lake To KID-TV, Idaho Falls

Engineered by RCA specialists, this single-hop Microwave system transmits TV programs from a 9000-ft. mountain peak near Salt Lake City . . . traveling across the length of Great Salt Lake, and through a mountain pass to the receiving point in Idaho, 136 miles away. From there the programs are distributed via another RCA Microwave link, 89 miles long, to station KID-TV in Idaho Falls.

"We're getting the kind of superior performance and reliability that one might expect from short-hop studio-to-transmitter links," reports Carroll Secrist, KID-TV Chief Engineer. "The new TVM-1B equipment has been in operation since January 1961. A series of measurements recently made indicate: video signal-to-noise ratio (PP/RMS) . . . 64db; audio signal-to-noise ratio . . . greater than 65db. Propagational reliability, conservatively estimated at 99.9 percent, is approaching 99.99 percent."

RCA's new TVM-1B Microwave Relay equipment is designed for maximum performance with reliability and economy in transmission of television programs in black-and-white and color. This superiority of performance and reliability is being proved daily in over 700 TVM systems now in use.

A new RCA TVM-1B Microwave system for your installation may be counted on to accomplish impressive results. Be sure to consult your RCA representative on your microwave plans. Or write to RCA, Broadcast and Television Equipment, Department ZB-22, Building 15-5, Camden, N. J.

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From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

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No. 1

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Chicago's Quality Radio Group station

seeking a bill of particulars and has been promised time to prepare his case if the commission counsel springs any "surprises."

KWK is owned by A. M. Spheeris, president, and associates. They purchased the station in 1958 and also own WEMP-AM-FM Milwaukee.

TEXAS TAX PROBLEMS

Law exempts tv tape, film but would tax radio tapes

The Texas Assn. of Broadcasters is trying to get state officials to equalize sales tax provisions so that radio and tv are treated alike. TAB officials have asked the state comptroller to issue a ruling bringing radio broadcast tapes under the same ruling as television film, and the state attorney general to rule similarly. Failing this, Texas broadcasters plan to ask the legislature to amend the law.

The difference on payment of the sales tax between tv film or video tape and aural tape arises, TAB reported last week to its members, because the tax statute specifically exempted film and video tape.

This was discussed Aug. 31 by a group of TAB broadcasters and Robert S. Calvert, state comptroller.

In the broadcasters' group were Jim Hairgrove, president of TAB (KBRZ Freeport), Bonner McLane, TAB executive secretary; Bill Deason, KVET Austin, J. C. Kellam, KTBC-AM-TV Austin and attorney Ed Clark; Clyde Rembert, KRLD-AM-FM-TV Dallas and attorney Bob Clark, and TAB legal counsel Larry Jones.

In its report, TAB made these observations following the conference with the state tax officials:

For Television ▪ "1. There is no tax on your time sales; this is part of your service to the customer; 2. leased films and film shows will be taxed, but this tax is specifically set up to be paid by the lessor companies and is specifically banned from being passed on to you; 3. all raw film and/or video tapes purchased by you will be taxed to you by your supplier since you, under this law, are the ultimate consumer; 4. you may not pass on the tax to your customers under #3 above; 5. film and/or video tapes made for a customer where he, the customer, retains ownership—as in the case of a political candidate who has a series of commercials made by your station for his use on other stations—must be handled in one of two ways: a. if you break down your charges to him into services and film and/or video-tape cost, you must tax him for the film and/or video-tape materials charge you made; b. if you make a lump-sum charge to him and list it simply as film service production or some other similar 'service' charge, you do not have to charge the tax since you are performing a service, the bulk of which is due to your manpower and equipment, with the film and/or video tape representing only a minute portion of your charge; and also you have paid tax on it as the consumer.

"6. Where you do charge the sales tax to a buyer (example: a customer who wants a film print of his commercial to take with him and you charge him, breaking down the charge into film and service costs), you are allowed to tax the buyer, and this difference between what he, the buyer, pays and what tax you paid for the film originally, must then be reported and paid to the state; on the forms to be provided from the comptroller's office there will be a specific place for such credits to be listed and credited against your tax; basis for this reasoning is that the same item cannot be taxed twice under this law."

For Radio ▪ "1. All raw audio-tape purchased by you must have a sales tax charged to you and paid by you which cannot be passed on direct to the customer; 2. music libraries and other such rental-lease arrangements will be taxed on a "useage" basis—and you, the station, will have to pay the 2% tax on the monthly fee charged to you; 3. the same ruling on audio tapes resold to outsiders applies as in numbers 5 and 6 under television."

For Both ▪ "All equipment purchases from tubes to consoles will be taxed, and this tax will be charged to you by your supplier."

Landis resigns

James M. Landis, President Kennedy's adviser on regulatory agencies and an acknowledged draftsman of the White House's reorganization bills (the FCC's was defeated by the Congress), resigned as of Sept. 1, it became known last week. The White House announced his resignation at the same time Mr. Landis was named a co-respondent in a divorce suit filed by public relations consultant Joseph A. Todd. Mrs. Todd was Mr. Landis' secretary at the White House.

Medal for Kaye

Five resolutions have been introduced in Congress—four in the House, one in the Senate—calling on the President to issue a gold medal to entertainer Danny Kaye for "the humanitarian work" he has performed for the United Nations Children's Fund, including appearances on film and tv.

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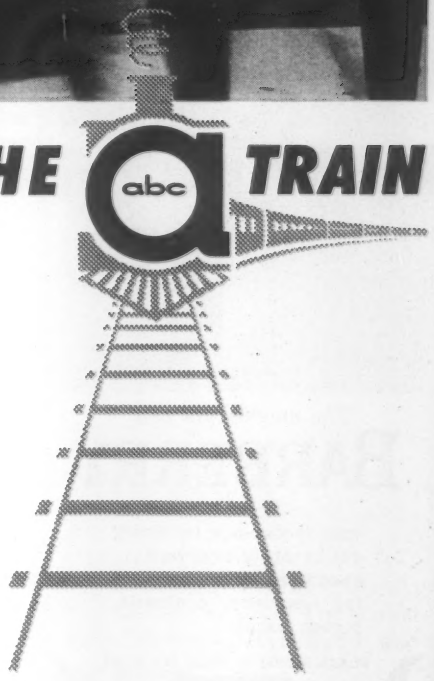

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KNOTT HOTELS

Uhf's urge reconsideration of drop-in plan

PETITIONS FIND FAULT WITH COMMISSIONS PROPOSAL

The have-nots (those who haven't vhf channels) were heard at the FCC last week in a dozen petitions for reconsideration of the FCC's announced plan to add vhf channels in 11 cities and delete single v's from eight intermixed markets (BROADCASTING, July 31).

The parties seeking a new audience had similar petitions denied when the commission announced the cities it planned to deintermix and add additional v's. In so doing, the commission had announced criteria it considered for cities meeting vhf drop-in requirements and last week's petitioners felt they were better qualified than the "haves."

Most unique of the petitions was that of ch. 67 WNOK-TV Columbia, which objected to FCC plans to delete ch. 10 (WIS-TV) from that market and make it all uhf (BROADCASTING, Sept. 4). WNOK-TV said that the better solution would be to add ch. 8 to Columbia instead of making the market all u. Such a move would comply with the FCC's announced criteria except that Columbia is not one of the nation's top 75 markets, WNOK-TV pointed out.

This criterion is "unlawful," WNOK-TV maintained, because the FCC failed to take into account the many factual and legally pertinent factors with respect to Columbia "which are at least as important as the unexplained and unjustified selections of communities on the basis of 'television economics' and ranking." The commission ignored these facts, the uhf outlet said: (1) even if ch. 10 is shifted a u still cannot compete in Columbia because of 10 surrounding vhf signals; (2) the importance of Columbia as the state capital; (3) that it is the largest city in the state, and (4) a 1960 resolution by the state assembly asking that a second vhf be assigned to Columbia.

Cardinal Point ▪ Ch. 49 WAKR-TV Akron, Ohio, charged that the FCC overlooked a "cardinal point" in dismissing the station's petition to assign ch. 12 there. Akron is "unique" among the top 75 markets in that it is the only city in that group which could utilize a vhf and meet all of the FCC's announced criteria, WAKR-TV said. Of the top 75 markets, 62 have at least one vhf; five fail to meet the announced reduced mileage separations (120 mile co-channel, 40 mile adjacent), and in five others a vhf would have an adverse effect upon established u's, the petitioner said.

San Bernardino-Riverside, Calif., would conflict with international agreements and Canton, Ohio, has never had an operating uhf. Thus, WAKR-TV said, Akron is unique and should get ch. 12. The station said it has continued operations in spite of heavy losses because each year it hoped the FCC would recognize WAKR-TV's "inequitable allocation and rectify" the situation.

The following uhf stations or individuals also sought reconsideration of the FCC's denial of petitions which would:

- Assign ch. 8 to Milwaukee—requested by ch. 18 WXIX-TV. WXIX-TV said that limiting drop-ins to markets which have only two v's (Milwaukee has three operating, plus WXIX-TV) is gearing tv to a "three-network economy" which has failed to adequately meet the needs of the public.
- Add ch. 5 to Toledo, Ohio—requested by KUTV (TV) Salt Lake City which said it planned to apply for the vhf in Toledo. This would require shifting ch. 12 (WICU-TV) from Erie, Pa., which was proposed in the rulemaking, to Cleveland for ch. 5 (WEWS [TV]).
- Assign ch. 5 to Jackson, Miss.—requested by John M. McLendon.
- Shift ch. 11 from Alpena to Saginaw-Flint-Bay City, all Michigan—requested by Lake Huron Broadcasting Co., licensee of ch. 57 WKNX-TV Saginaw and ch. 11 WLPA (TV) Alpena.
- Assign ch. 3 to Portland, Me.—requested by Leon P. Gorman.

Ch. 10 KLFY-TV Lafayette, La., objected to the proposed assignment of ch. 11 to Baton Rouge, La., at less than the normal adiacent channel separations. WVUE (TV) New Orleans, operating temporarily on ch. 13, asked for reconsideration of the FCC's failure to designate New Orleans as qualifying for a short separation. WVUE is the sole remaining applicant for ch. 12 there but has been able to find a transmitter site only 161.88 miles from ch. 12 WJTV (TV) Jackson.

The commission has finalized rulemaking adding ch. 13 to Grand Rapids, Mich., which requires ch. 13 WWTV (TV) Cadillac, Mich., to shift to ch. 9. WWTV said such a "severe modification" of its license should not be required if there is a possibility it is not necessary. If present mileage separations are not maintained, then WWTV said it would not have to shift to ch. 9 at an expense of $146,140. Therefore, the station said, FCC should specify a site for the ch. 13 Grand Rapids operation.

The deadline for commenting on rulemaking which would delete single

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

In the 72-county, 4-state Charleston-Huntington market, WSAZ-TELEVISION is the *only* television station seen everywhere. No other single television station even approaches this exclusive coverage. Reason? The market was *created* by WSAZ-TELEVISION, through its power and programming. Pick Charleston-Huntington and WSAZ-TELEVISION . . . reach two million people earning $4 billion a year in the heart of the "American Ruhr" region of the great Ohio Valley. Your Katz Agency man can tell you more about this newest Goodwill Station, and why it belongs on your must-buy list.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
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1961-62
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vhf channels from Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala., has been extended from Oct. 2 to Dec. 4 with replies due Jan. 8, 1962 (BROADCASTING, Sept. 4). And last week, the FCC made the same dates applicable for comments on companion rulemaking to drop-in vhfs in Oklahoma City, Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.

In another deintermixture hassle, William L. Putnam, owner of three New England uhf stations (WWLP [TV] Springfield, WRLP [TV] Greenfield and WWOR [TV] Worcester, all Massachusetts), charged that WTIC-TV ch. 3 Hartford, slated to be converted to uhf, "falsely reported" over its facilities that 250,000 people would lose tv service if ch. 3 is deleted. Mr. Putnam said he would present WWLP's financial statements at that time if Mr. DeWitt would reveal those of WTIC-TV.

Mr. Putnam said WTIC-TV replied that the offer was "unacceptable" and that WTIC-TV's only reference to deintermixture had been on a newscast, not an editorial. Mr. Putnam called this "irresponsible journalism" and wrote the FCC to suggest that such broadcasts might be grounds for disqualification of further WTIC-TV pleadings.

A WTIC-TV spokesman said a reply to Mr. Putnam's charges is being prepared.

Plans to ease program form drudgery

COMMENTS POUR IN TO FCC DESPITE NEW DEADLINES

Although the deadline for filing comments in the FCC's revised program reporting and logging rulemaking has been extended to Oct. 2 (BROADCASTING, Aug. 21), interested parties continued last week to submit their views early.

Station Representatives Assn. filed a 62-page document which painstakingly discussed each of the proposed questions and submitted proposed amendments applying the criteria of relevance, clarity and ease of execution for applicants. SRA said that it has attempted to show the commission that much duplication can be avoided, that several questions which yield information of only marginal utility to the FCC but which are extremely burdensome to the respondent can be deleted entirely.

"We make these proposals in the earnest belief that they will reduce the very heavy burden of the original questionnaire without sacrifice of information needed by the commission properly to discharge its responsibilities," SRA said. On an overall basis, the association said, it does not question the FCC's authority to ask for programming information which is reasonably related to the operation of a station in the public interest.

SRA said that the requirement that any announcement which refers to the name of any business must be classified as commercial is "unduly rigid." Data obtained from estimates of population, principal types of business and other area classifications will not serve a useful purpose and should be deleted, SRA said.

The Texas Assn. of Broadcasters joined SRA in a request that the FCC not exclude religious music from a religious programming classification as the proposed forms would do. Also, TAB said, station promotions actually are a public service and should not be catalogued as commercial spots.

Asking an applicant to compare its past vs. future programming places a burden on him which properly should rest with the FCC, the Texas association said. "We would like to suggest that the FCC, in keeping with its authority, attempt to help broadcasters better serve the public with fewer burdensome reports and details rather than continuing to increase the number of reports and unnecessary forms," the association stated in hitting as "almost impossible" some of the other questions.

Literal Restrictions ▪ The Tennessee Assn. of Broadcasters said that the form, "would—through literal interpretation—restrict the broadcasters to an extent that would destroy much of the inspiration that has given the operators of radio and tv stations the initiative to provide the public with its finest hours of listening and viewing." The Tennessee broadcasters expressed greatest concern over the requirements that stations properly serve minority interests and controversial issues. "More often than not minority interests are on the other end of the controversy—interest that may be infinitesimal in the eyes of the public at large," the broadcasters said.

Through the imposition of narrowly conceived forms, the FCC would impose rigid controls on programming amounting to government censorship, the Washington State Assn. of Broadcasters charged in comments filed last week. By threatening revocation, the commission can intimidate broadcasters to conform to government imposed standards of programming, WSAB continued.

KPST Preston, Idaho, as did the comments of the state associations, hit the companion logging requirements as a further drain on stations financially and a burden impossible for small stations to bear.

1
OCT. 1961

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Celler sports bill okayed in subcommittee

BUT LITTLE CHANCE FOR FINAL ACTION THIS SESSION

The House Antitrust Subcommittee last week approved legislation that would validate the package television contract negotiated last spring by the National Football League and CBS-TV, and others like it. The NFL contract was voided by a federal court on antitrust grounds in July (BROADCASTING, July 24).

Approval of the bill came despite strong opposition from the Justice Dept. and the NAB (BROADCASTING, Sept. 4). But the subcommittee added a section in an effort to meet some of their objections.

The new provision would prohibit blackouts of pro football games except for agreements among the clubs and the network involved not to telecast another game into the home area of a team when it is playing at home.

The subcommittee adopted another amendment, requested by the National Collegiate Athletic Assn., to protect the gate at college football games. The amendment specifies that a package tv contract may not permit the telecasting of a pro game into a college town on those Saturday afternoons, during the regular football season, when the team is playing at home.

The bill, which applies to professional baseball, basketball and hockey, as well as football, was reintroduced, with the amendments, as a new bill (HR 9096) Thursday, by Subcommittee Chairman Emanuel Celler (D-N.Y.), original sponsor of the legislation.

Senate Bill Pending ▪ A similar Senate bill (S 2427), introduced by Sen. Estes Kefauver (D-Tenn.), is now before the Senate Judiciary Committee. The chance of any sports tv legislation being enacted in this session, however, is diminishing, as Congress appears headed for adjournment within the next two weeks.

The subcommittee action followed a public appeal by ABC, which has a contract with the American Football League, for enactment of the Celler bill.

Thomas W. Moore, ABC vice president in charge of network programming, said the court decision voiding the NFL-CBS-TV pact endagers ABC's ability to mnaitain its agreement with the AFL.

He noted that NBC is now able to get back into the NFL tv picture, picking up the rights to two of the league's teams. CBS, reverting to last year's contract, will televise the games of 11 teams, while the remaining team, Cleveland, is tied up with Sports Network Inc. "We're hurt by the fact that NFL teams are once more in a two-station market," Mr. Moore said, "and our chances of successfully presenting the AFL games under such a situation are hurt. I don't believe that three games on television on a Sunday afternoon would be feasible, and that is what is happening in some areas."

Unless legislation is passed to enable the NFL to sign a package contract with CBS, he said, "our ability to pay and continue television of AFL games in 1962 is almost impossible." The league's eight members will get about $200,000 each from the network this year.

FCC sets new rulemaking on ch 2 Springfield

Following a mandate from the U. S. Court of Appeals in Washington, the FCC last week decided to institute a new rulemaking proceeding looking toward shifting ch. 2 from Springfield, Ill., to St. Louis. Comments are due Oct. 16.

Actually, ch. 2 has been in St. Louis since 1957 with former ch. 36 KTVI (TV) operating on the facility under special authorization. The shift and subsequent assignment of the vhf facility to KTVI were the subject of ex parte hearings both by the House Legislative Oversight Subcommittee and the FCC.

Following the rehearing, the commission proposed to reopen the original rulemaking record to give interested parties an opportunity to reply to representations not made on the public record. In returning the case to the commission, however, the court ruled that this would not be sufficient and that the agency must start fresh with a brand new proceeding (BROADCASTING, July 31).

KTVI will be permitted to continue operating on ch. 2 in St. Louis during the pending rulemaking seeking a final disposition of the channel. It was shifted from Springfield in the very first group of deintermixture actions.

Still seeking ch. 2 for Springfield is Sangamon Valley Telecasting Corp., an original but losing applicant for the facility in the Illinois city. The winning applicant, WMAY Springfield, consented to the deletion and was assigned a uhf channel instead, which since has been deleted.

White House vetoes Hill satellite plea

The White House politely turned aside last week a suggestion from 35 congressmen that a decision on ownership and control of the U.S. communications satellite system be deferred until the system is fully operational.

A White House memorandum, sent to Rep. Emanuel Celler (D-N.Y.), said such a delay "is not possible" since "development of a fully operational system will probably require a decade or more."

Rep. Celler is the leader of a group of 31 House members and three senators who wrote the President last month urging the delay and recommending also that ownership of the system be opened to all communications carriers, domestic as well as international, and to equipment manufacturers (AT DEADLINE, Aug. 28).

The FCC, in accordance with a presidential policy statement, has set up an *ad hoc* committee of 10 international common carriers to develop a plan for private ownership of the satellite system.

The memorandum was sent to Rep. Celler by Lawrence F. O'Brien, special assistant to the President for congressional relations. In an accompanying letter, he said the congressmen's statement had been directed to executive department officials involved in communications satellite policy.

Although the memorandum said a decision on ownership could not be delayed until the system is operational, it agrees with the congressmen's view that a decision should not be made "at this time and that present commitments

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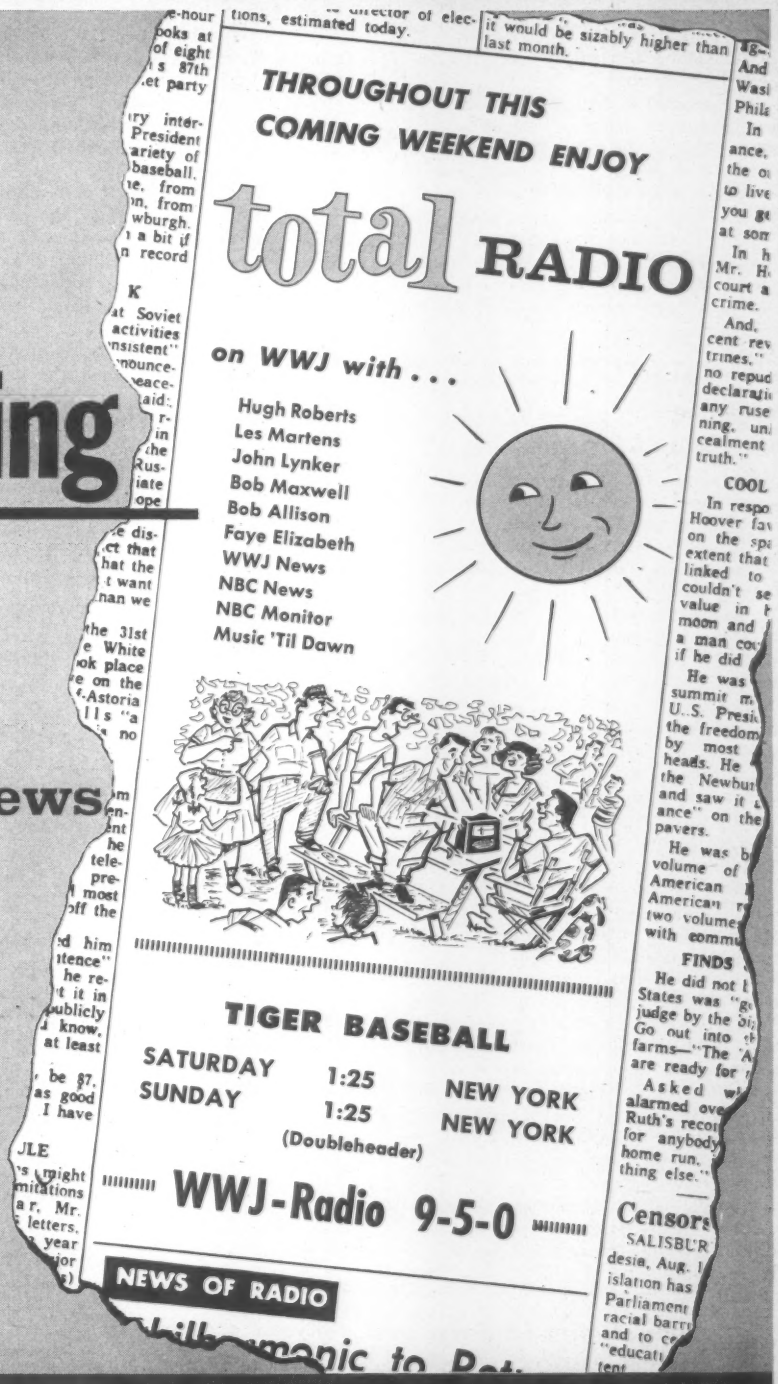

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should not be allowed to delay the system's development."

It also notes that the system is still in the preliminary stages—"both as to technology and as to ownership." And it adds that if the *ad hoc* committee does not devise a satisfactory plan, "a different approach will have to be taken."

Meanwhile, the memorandum said, the consultation with Congress, interested parties in this country and with foreign nations, which has been underway, will continue.

TRANSLATOR COMMENT

Some are for, some against proposed FCC rulemaking

Comments received by the FCC last week were about evenly divided for and against pending rulemaking which would place rigid restrictions on the use of vhf translators by tv stations to extend their coverage area. Deadline for comments has been extended from this Friday (Sept. 15) to Oct. 20.

NAB, generally speaking, favored the rulemaking but recommended that a strict prohibition be included to prohibit a translator from duplicating the programming of a second station already serving the same area. The association said that the FCC should require translator applicants to specify their programming plans to make sure no duplication would result. The only justification for allowing translators in areas already served by a tv station would be to provide additional programming choices, NAB said.

Multiple-station owners Westinghouse Broadcasting Co. and Triangle Publications Inc. took an opposite view from NAB. WBC said the rules would be unfair to licensees in mountainous terrain as opposed to stations in flat terrain. Stations should be entitled to make further capital investments to overcome handicaps created by terrain factors, Westinghouse said.

Triangle felt the proposed rules are "unduly restrictive" and exceed the limits needed to prevent misuse of vhf translators owned by mother stations. Duplication of existing stations should not be a factor considered, Triangle maintained, in granting translators so that a station could fill in white areas in its predicted coverage area.

The beach resort cities of Rehoboth and Lewes, Del., said that stations should be permitted to construct vhf translators which would extend their signals beyond the normal coverage area. Rehoboth-Lewes pointed out that WTOP-TV Washington has filed for a vhf translator to serve the beach areas and that this would be the best way for the permanent and summer residents to get satisfactory tv service.

Ch. 13 WLVA-TV Lynchburg, Va., also registered opposition to the proposed rules which would prevent that station from securing a vhf translator to serve Roanoke with its ABC programs. WLVA-TV pointed out that a natural mountain range shields Roanoke, which is within its normal coverage area, from its signal and that the only solution is a vhf translator.

WORA-TV Mayaguez, P. R., in favoring the proposal, charged that WAPA-TV San Juan has "tried to . . . corrupt the existing rules" through the use of vhf translators. Uhf KMJ-TV Fresno, Calif., KVOA-TV Tucson, Ariz., and the Staunton, Va., Video Corp. also favored the proposed rules.

Money not everything, Tedescos tell FCC

Victor and Nicholas Tedesco last week told the FCC that "trafficking" consists of operating and trading in stations with the sole aim of turning a profit, without consideration of the public interest. The brothers contended that although they have bought and sold several stations in the past 13 years, they have always run them with community welfare as a paramount consideration.

The Tedescos' application to buy WMIN Minneapolis from William F. Johns was set for hearing in July by the FCC on charges of possible trafficking (BROADCASTING, July 31). As evidence of their public service the Tedescos attached to their pleading for FCC grant-without-hearing some 100 letters of gratitude from civic and charitable organizations thanking Tedesco stations for airing announcements and promoting worthy causes.

Tedesco Inc. currently owns KWKY Des Moines, WIXK New Richmond, Wis., KFNF Shenandoah, Iowa and KCUE Red Wing, Minn. (sale to a third party is pending FCC approval). The company also has applied to buy KBLO Hot Springs, Ark., WRNE Wisconsin Rapids, Wis., and a new am station in Chisholm, Wis.

FCC stands pat on Florida ch. 6 case

Refusing to heed charges of "deliberate submission of seriously misleading information," the FCC last week declined to reopen the record or defer final decision in the grant of ch. 6 Perrine-South Miami, Fla., to South Florida Amusement Co. The charges were made by Coral Tv Corp., one of the losing applicants (BROADCASTING, May 8). On March 15, 1961, the commission directed its staff to prepare a document to make the South Florida grant final.

Coral claimed South Florida had deliberately concealed program logs of WBUF-TV Buffalo, N. Y., a station South Florida principals operated several years ago.

Commissioner John S. Cross dissented.

Rep. Gross criticizes Pogo primer on tv

The Health, Education and Welfare Dept.'s well-publicized *Pogo's Primer for Parents (Tv Division)* (BROADCASTING, Aug. 28), drew a sour notice from Rep. H. R. Gross (R-Iowa), on the floor of the House. He called the publication, with illustrations and text by cartoonist Walt Kelly, "idiotic." If that's all HEW's Children's Bureau has to do, Rep. Gross said, "it's time for a housecleaning."

The booklet was defended, however, by Rep. Iris F. Blitch (D-Ga.), whose district includes the great Okefenokee Swamp (home to Pogo and his friends). She said if Rep. Gross didn't want the 50 copies of the booklet to which he was entitled, she would be glad to have them. And television producers, she added, would be well advised to star Pogo in a television program. They "could create nothing so entertaining and so good for the morals of young and old as a Pogo program," she said.

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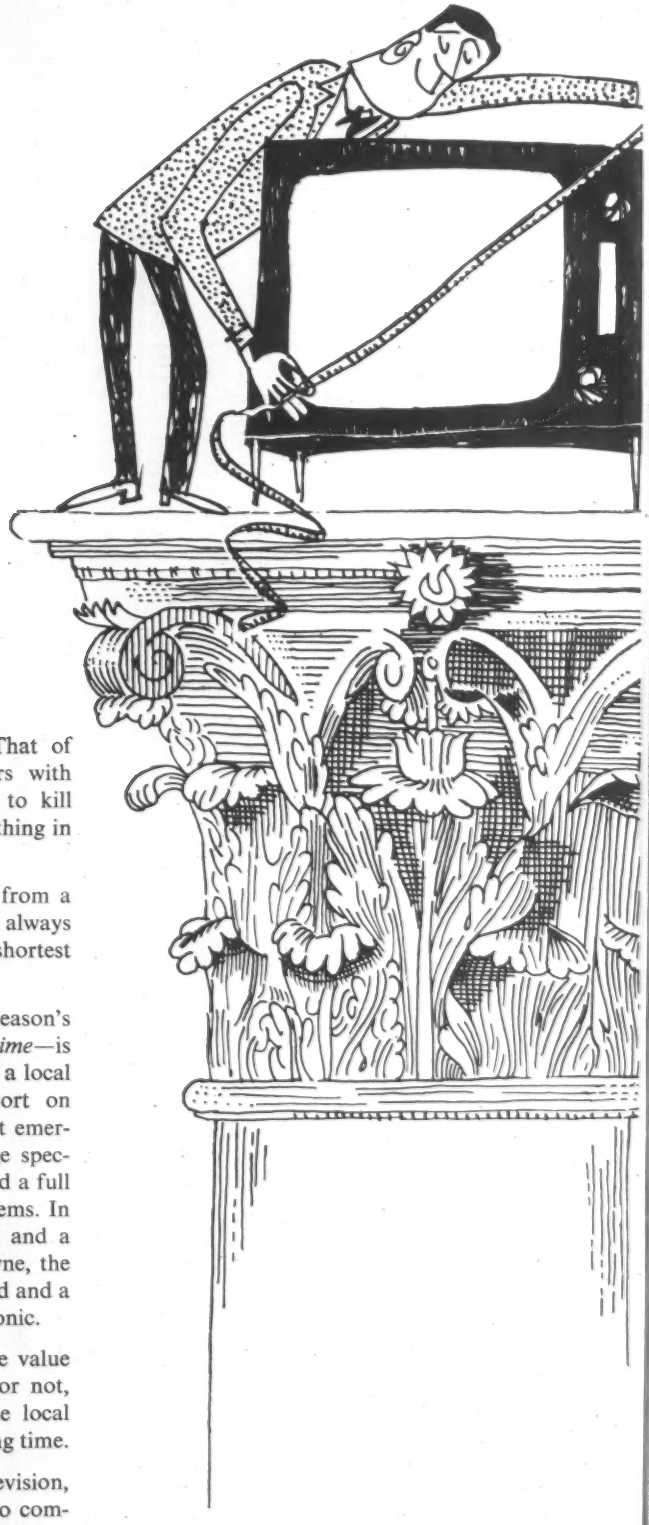

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STATIONS

FCC LAXITY ON RACE NEWS CHARGED

Senate rackets investigators differ on FCC's duty

Senate rackets investigators, whose gambling inquiry has been making headlines, last week criticized the FCC's policy on the broadcasting of horse-race information.

But since the criticism was based on conflicting points of view, it probably won't help the commission revise its policy. Sen. John L. McClellan (D-Ark.), chairman of the Permanent Investigations Subcommittee, indicated he feels the FCC isn't tough enough; Sens. Karl E. Mundt (R-S. D.) and Carl T. Curtis (R-Neb.) fear commission policing of horse race news presents the danger of censorship.

At the same hearing, a subcommittee staff member testified that his check of radio stations between New York and Virginia found 17 stations which broadcast horse race news fast enough to satisfy bookies—or did until recently.

Dee W. Pincock, the FCC's assistant general counsel, told the subcommittee the commission has no set rules on the broadcasting of horse-race information. But, he added, if a station carries information "too specialized to be of general news interest," the commission investigates to determine whether the news could be of interest to gamblers.

Complaints Only ▪ He also said the commission acts only on complaints—and has received only seven of this type since Jan. 1, 1957.

Sen. McClellan said he couldn't understand why the commission doesn't promulgate a hard and fast rule on horse-race information—one stations could be required to follow. He was not impressed by Mr. Pincock's assertion that the FCC considers each case on its merits, taking into account a variety of factors.

Sen. McClellan also was critical of the FCC's practice of monitoring a station after first giving notice that it is the object of a complaint. "That's like warning a place you're going to raid it," he said.

But Sens. Curtis and Mundt thought Congress should state in legislation precisely what is legal instead of relying on the judgment of commission members as to what constitutes proper programming.

"I have grave doubts that we can cure the problem [of horse-race gambling] by attacking it at the [point of] dissemination of information," Sen. Mundt said. "That's close to censorship."

But he scolded FCC Chairman Newton N. Minow for not paying as much attention to "real life crime" as to crime on tv. He was referring to what he regards as laxity by the FCC in examining the qualifications of applicants for special service radio stations.

Irwin Langenbacher, the staff investigator who made the survey of race-result broadcasting by east coast stations, said 17 broadcast results 15 to 30 minutes after a race. Previous testimony indicated that results information within 30 minutes of a race is helpful to gamblers.

Stations identified by Mr. Langenbacher as making such broadcasts are: WAQE Towson, Md.; WJLK Asbury Park, N. J.; WTEL and WCAM, both Camden, N. J.; WILM Wilmington, Del., and WABW Annapolis, Md. He said WTEL officials told him Wednesday they were dropping race results that day because of "a lessening in public interest." He said the Annapolis station discontinued spot horse race news six months ago.

Two other stations—WHEC and WBBF, both Rochester, N. Y.—also were mentioned in the hearing. Sen. McClellan disclosed that a Rochester high school teacher had written to FCC Chairman Minow, complaining that the horse-race information carried by the two stations were apparently inciting some of her students from wealthy families to gamble.

Mr. Pincock said both stations dropped the programs when the FCC notified them of the complaint.

CBS wants holdup on certain fm cases

CBS asked the FCC last week to suspend all hearings and grants on fm applications which are contrary to proposed new fm rules pending final disposition of that rulemaking (BROADCASTING, July 3). The network pointed out that it presently is protesting three fm applications (Des Plaines, Ill.; Palo Alto, Calif., and San Jose, Calif.) which have been set for hearing and all of which, if granted, would be prohibited under the proposed rules.

There are about 10 fm applications so affected, CBS said, and no worthwhile purpose would be served by causing the parties and government to spend the time and money involved prior to a final disposition of the rulemaking. The tenor of the FCC's proposal "clearly indicates a serious doubt . . . that the rules presently in force and effect promote the public interest," the network said. Comments in the rulemaking presently are due Nov. 10 with replies to be filed by Dec. 11.

Meyner hits again at WNTA-TV sale

Rampaging Robert Meyner, governor of New Jersey, threw a follow-up punch last week at the proposed sale of WNTA-TV Newark-New York to educational interests. In a petition co-signed by some two dozen New Jersey officeholders, Gov. Meyner said the sale violates the Communications Act, the Sherman Antitrust Act and the Constitution of the United States. Last July in response to the FCC's inquiry into methods to bring an educational tv channel to New York and Los Angeles, the governor accused the FCC of employing "obviously questionable tactics" (BROADCASTING, July 10). Last week he threatened to take the sale to court if the FCC approves it.

The contract between National Telefilm Assoc. and Educational Television for the Metropolitan Area Inc. specifies the deal must be completed by Dec. 1. Litigation could delay and thereby thwart consummation.

Gov. Meyner told the FCC that WNTA-TV has only $500,000 in real assets and that the $6.2 million sale price constitutes trafficking and "an obvious fraud upon the viewing public."

The three tv networks (which own New York stations) are putting up $500,000 each toward the purchase price and independents, WOR-TV and WNEW-TV, $250,000 each. Although this arrangement reportedly met the approval of the Justice Dept., Gov. Meyner brands it a violation of antitrust laws.

The sale violates the Constitution, according to Gov. Meyner, by allowing control of ch. 13 to fall into the hands of the Board of Regents of New York, Each state should have control of its own educational activities, according to the Constitution, he stated.

Gov. Meyner repeated his July charges that the sale is a base attempt to deprive New Jersey of its only commercial vhf outlet. The Communications Act, he said assures equitable distribution of facilities.

Gov. Meyner also questioned the financial qualifications of the New York educational group to operate the station.

KGMS sale to Capitol hit by Broadcast Bureau

The $600,000 sale of KGMS Sacramento, Calif., to Capitol Broadcasting Co. should not be approved because of excessive overlap of three stations which would be commonly owned and for the failure of Capitol to determine the Sacramento programming needs.

So recommended the FCC's Broadcast Bureau in proposed findings to a hearing examiner. Capitol principals A. J. Kirsik (51.1%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%) also have interests in KFAX San Francisco and KFIV Modesto, Calif.

The bureau said that approval of the sale would not be in the public interest since 102,866 persons residing in an area of 3,644 sq. miles would receive primary service from two or more of the commonly-owned stations. Also, the bureau charged, Capitol made a "meager showing" of its programming plans for KGMS during a July hearing on the transfer and demonstrated an unfamiliarity with the needs of Sacramento.

Examiner postpones hearing on KWTX-TV

Edward Kenehan, counsel for The LBJ Co., last week asked Hearing Examiner Asher H. Ende to postpone a hearing scheduled by the FCC on increase of power and antenna height for LBJ Co.'s KWTX-TV Waco, Tex., until the commission passes on the station's request for reconsideration.

Mr. Kenehan pointed out the FCC set the application for hearing on a 4-3 vote (BROADCASTING, July 31) and said he thought the petition would persuade one or more commissioner to change his vote. He said "We feel we can establish conclusively that there is no control of KWTX-TV by KTBC-TV Austin." The FCC set as a hearing issue whether the increased power of KWTX-TV would cause a duopoly situation by overlapping the Austin station's coverage area. The LBJ Co. (of which Mrs. Lyndon B. [Lady Bird] Johnson is board chairman and president) owns 29% of KWTX-TV and controls KTBC-TV. The company has applied to sell KRGV-TV Weslaco, Tex.

Examiner Ende said he would postpone the hearing until after the commission acts on the LBJ Co. petition for reconsideration.

Kennedy backs FTC plan for injunctive power

The Federal Trade Commission, which is in an uphill fight to gain new cease-and-desist powers from Congress, has received a helping hand from President Kennedy.

He wrote a letter to House Commerce Committee Chairman Oren Harris (D-Ark.) stating that the FTC needs the new authority to do a more effective job of protecting the small businessman.

At issue are several House bills which would enable the FTC to call a temporary halt to trade practices challenged by the FTC as unfair while such cases are still pending before the agency.

The Kennedy letter was dispatched after Commerce Committee members, during a hearing last month, criticized the bills on the ground they do not provide enough protection for companies against which the FTC might act (BROADCASTING, Aug. 28).

The President gave the bills his "strong support," noting the FTC has no power to halt illegal practices until a case has been completed. "As a consequence," he added, "small businessmen who are so often the target of discriminatory and monopolistic activities are often irreparably injured or destroyed long before the lengthy process of adjudication has been completed."

KERO-TV wins concession

KERO-TV Bakersfield, Calif., won a concession from the FCC last week in a battle to prevent a shift of the station from ch. 10 to ch. 23 or 45 in the FCC's proposed deintermixture of that market. KERO-TV several months ago petitioned the FCC to make available to it financial figures on Bakersfield uhf stations referred to by Broadcast Bureau attorneys. The FCC, last week, said KERO-TV may inspect revenue figures but not other financial form replies or underlying workpapers.

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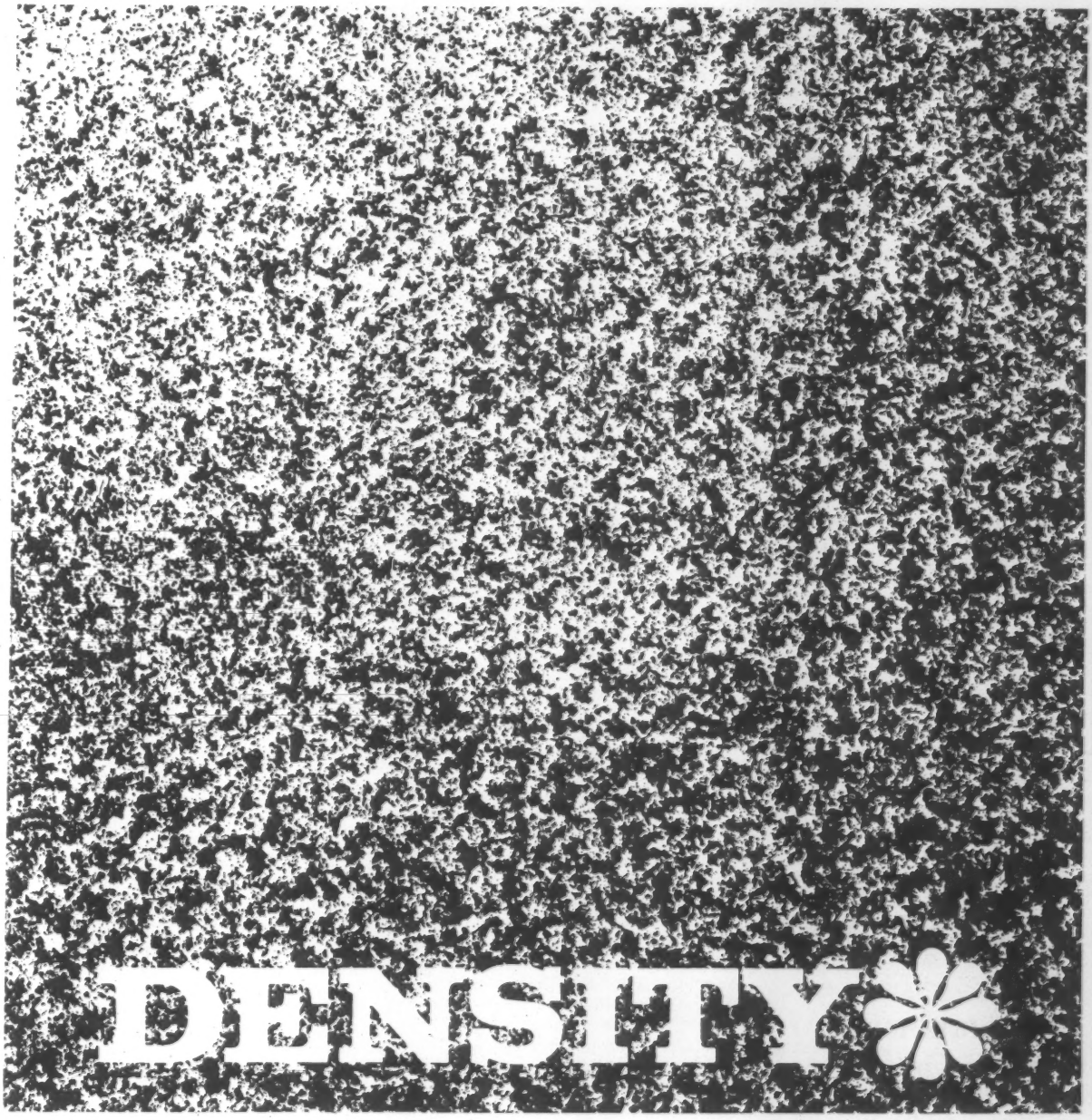

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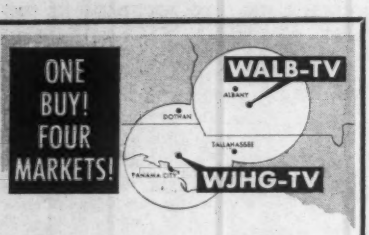

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A MIRAGE, SAYS WCKT

FCC erred on ch. 7 reversal, charges Miami applicant

Charging that the FCC has "purported to grant a mirage . . . as unlawful as it is contrary to the public interest," WCKT (TV) Miami (ch. 7) last week petitioned the commission to reconsider its decision vacating the grant to Biscayne Tv Corp., the WCKT licensee (BROADCASTING, July 31).

In its July decision, the FCC disqualified WCKT, East Coast Tv Corp. and South Florida Tv Corp. and awarded ch. 7 to the remaining applicant, Sunbeam Tv Corp. Sunbeam was the only applicant the FCC did not find guilty of off-the-record contacts with and attempts to influence the commission. The decision, however, will not become effective until further order.

WCKT said last week the commission grant to Sunbeam is unlawful because: (1) the decision is not a valid revocation of WCKT's permit, since the station was denied due process; (2) character qualifications cannot be isolated from all other factors in reaching a comparative decision; (3) WCKT cannot be denied or Sunbeam granted on any basis since only two commissioners who voted in the July decision heard the original oral argument on the merits.

(4) Sunbeam deliberately concealed material facts from the commission "which reflects so adversely on its character as to require comparative evaluation of its qualifications to operate the station it seeks; (5) the decision is inherently deficient in that facts of vital decisional significance were omitted and the conclusions were not supported by the record as a whole, and (6) assuming for the sake of argument that the decision is legally sound, the disqualification of WCKT is arbitrary and capricious.

Isolated Acts ▪ The FCC, WCKT said, has decided certain "isolated acts" involving WCKT principals are to be controlling in a determination of the applicant's character. WCKT argued that it is entitled to a full hearing on its character qualifications and that the commission erred in its decision. "The commission's July 26 decision would deny Biscayne (WCKT) rights which are not denied to those convicted of criminal violations, to communists or to those who have sworn falsely or otherwise made misrepresentations to the commission," the applicant stated.

Further, WCKT continued, the Sunbeam application has been abandoned and no longer resembles the original application. Of the 11 original Sunbeam officers and directors, only one (Sidney D. Ansin) remains and he no longer is president, WCKT said. Sunbeam has made no effort to relate the true facts to the commission, the petitioner charged.

On the present record, the commission cannot find that Sunbeam is financially or technically qualified, WCKT maintained, and pointed out that Sunbeam's proposed antenna site is now a housing development.

The Miami ch. 10 case (in which the FCC voided a grant to National Airlines [WPST-TV] and disqualified two of three remaining applicants) had an "unfairly damning effect . . ." upon this proceeding with vital distinguishing characteristics wholly ignored to the gross prejudice of WCKT, the Biscayne argued. "The tarring of Biscayne with the brush of ch. 10 not only is violative of due process; it is unconscionable from the standpoint of the penalty assessed for the conduct involved."

Biscayne asked that the July decision be vacated "as incomplete, unsupported by the record as a whole and arbitrary" and that a new evidentiary hearing be conducted, preferably before the commission *en banc*.

Hill group probing runaway production

A House subcommittee began an inquiry late last week to determine whether public hearings are warranted on runaway film productions, and imports of musical movie sound tracks and television commercials.

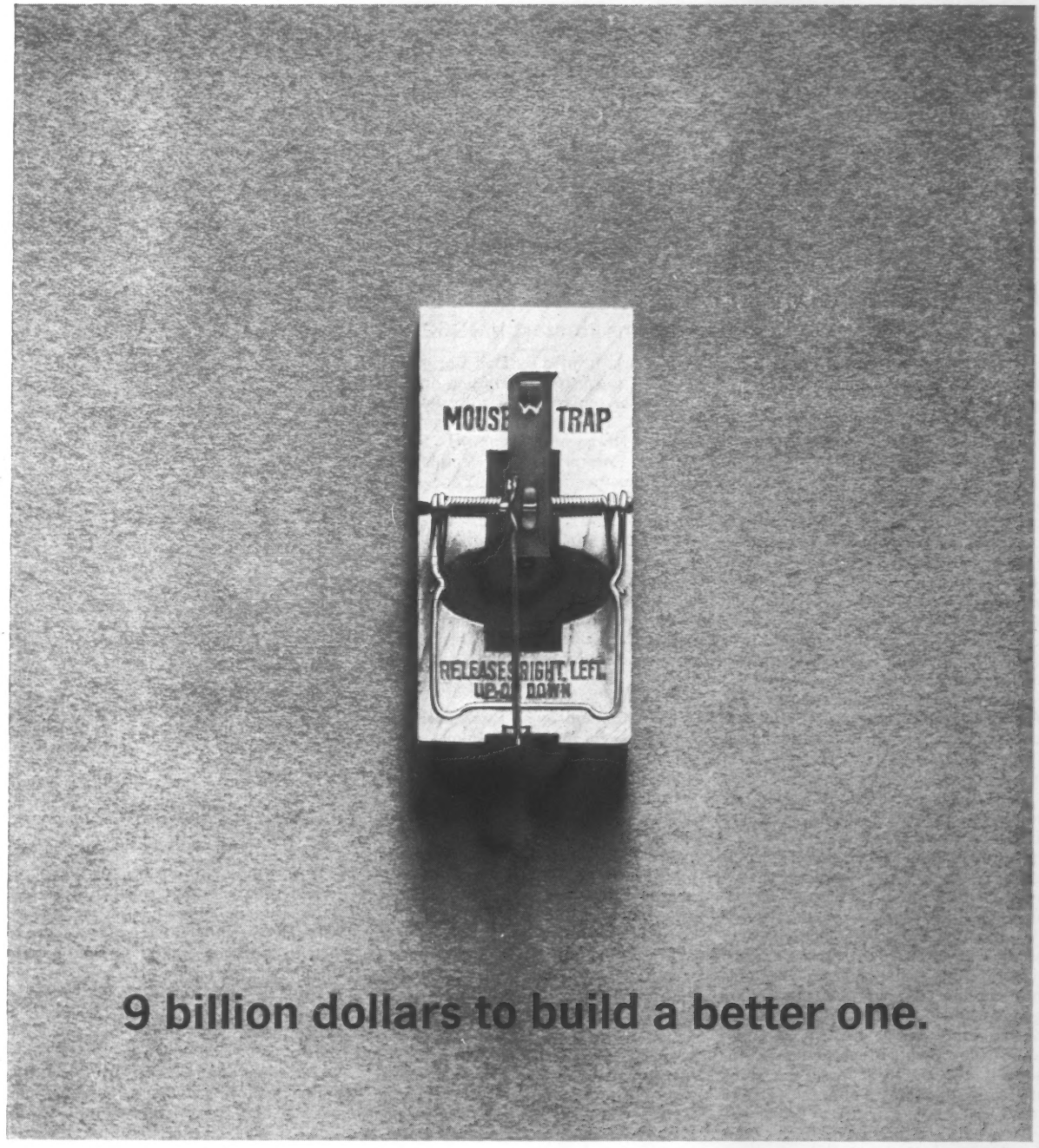
Rep. John H. Dent (D-Pa.), chairman of the House Subcommittee on the Impact of Imports and Exports on American Employment, was scheduled to begin two days of talks Friday with officials of the movie industry and affected unions.

The production of U. S. movies and musical sound tracks abroad has long been a sore point with American actors and musicians.

Unions ask FCC to stay Rochester tv shifts

Two labor organizations last week asked the FCC to reconsider and stay the agency's approval of a realignment of tv station ownership in Rochester, N. Y. (BROADCASTING, Aug. 7). Petitioning for reconsideration were the National Assn. of Broadcast Employes & Technicians and the American Federation of Tv & Radio Artists.

The commission approved without a hearing (and in so doing dismissed protests by NABET and AFTRA) a $6.5 million deal whereby ch. 10 Rochester sharetimers WVET-TV (Veterans Broadcasting Co.) and WHEC-TV (owned by Gannett newspapers) pur-



9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

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chased ch. 5 WROC-TV. WVET-TV then was to release its rights to ch. 10 and operate on ch. 8, in lieu of ch. 5 which has been shifted to Syracuse, N. Y.

NABET-AFTRA charged that the three parties involved entered into an agreement proposing to abrogate contractural rights of the two unions without prior consultation with the labor groups. Since approval of the transaction, they said, an official of one of the stations has told NABET that the broadcasters now would be even less disposed to make concessions to NABET.

The FCC erred in dimissing the earlier protests on the grounds the union-stations controversy is a private matter and not subject to FCC jurisdiction, the latest petition argued. NABET and AFTRA also again attacked an alleged concentration of control over mass media in the Rochester area by Gannett. Commissioners Newton Minow and Robert Bartley dissented to the sale approval on the concentration issue.

PROGRAMMING

MGM-TV SETS LIVE, TAPED TV SERIES

Anger signed to issue two new programs to start in 1962

MGM-TV has joined the growing list of major tv-film-series producers moving into live and tape production.

The company said last week it has arranged with Harry Anger to develop and produce two new properties for tv: *Crazy Club,* a comedy revue to be made as a series of either half-hour or one-hour shows, and *You Don't Say,* a half-hour audience participation game show, to be produced live or on tape in New York. Both properties will be ready for network tv presentation by January 1962.

A typical *Crazy Club* program will consist of a group of three- to five-minute comedy acts linked together by a name host. The game show will offer prizes and feature two or three professional personalities as well as members of the audience. No casts have been chosen for either program.

Mr. Anger, who until about six months ago was vice president in charge of television for General Artists Corp., and formerly was executive producer of the *Perry Como Show,* created the new programs and will be in charge of production. He will not be on the MGM-TV staff, but will have office space in the company's New York headquarters.

MGM-TV is financing the programs and subsequently will be the selling agent for them. If taped, they probably will be produced at the MGM Telestudios, now being used to tape commercials. MGM-TV bought the video tape studios from National Telefilm Assoc. last May.

MGM-TV, which will have four filmed series (*National Velvet, Cain's 100,* and *Dr. Kildare* on NBC-TV, and *Father of the Bride* on CBS-TV) on the networks this season, said the move into the live and tape production field is part of its general diversification plans.

Earlier two other major producers of filmed tv series also announced diversification in the same direction. Screen Gems Inc., New York, said it had retained Herbert Sussan Enterprises, New York, to develop 1-hour and 1½-hour live and tape tv projects for this season, and that it had entered a co-production agreement with Aladan Productions, New York, headed by Dan Enright and Alfred Crown, to develop live dramatic and panel shows (BROADCASTING, Feb. 20, 27). Last month Four Star Television, Hollywood, acquired Heatter Quigley Enterprises and Heatter Quigley Productions Inc., New York, to create taped and live programs for both daytime and nighttime scheduling (BROADCASTING, Sept. 4).

MGM-TV, which has been busily expanding its international sales operation of late, made a move on the domestic front last week. The company announced the opening of a Chicago sales office and the appointment of Ed Montanus as central division tv sales manager.

Mr. Montanus, who was central division manager for NBC Films and its predecessor company, California National Productions, for the past six years, will head MGM-TV's first Chicago office, which will be in the Prudential Bldg.

MGM-TV previously had serviced midwest clients from New York headquarters. The company also maintains sales offices in Toronto, Hollywood and Paris.

The expansion of MGM-TV's sales operations is in keeping with the company's generally improved tv prospects for the coming season. The film company is currently syndicating its first package of 30 post-'48 motion picture features and will probably soon market a second post-'48 package of films. Also for the first time, MGM-TV has several off-network rerun shows which it will likely put into syndication.

Trans-Lux stock registered with SEC

Trans-Lux Corp., which produces and distributes tv series among numerous other activities, filed with the Securities & Exchange Commission last week to offer the public 250,000 shares of common stock. Another 100,000 shares to be sold by Harry Brandt, a principal in Trans-Lux, were also registered.

Trans-Lux listed tv series for which it is negotiating, either to produce or distribute—366 2½-minute weather shorts, 104 5-minute children's programs about "a certain well publicized chimpanzee personality," and 26 half-hour programs, tentatively titled *Personality Profile,* about unusual avocations of celebrities.

In addition to the tv series, Trans-Lux produces vertical broad type news ticker projection equipment, which it leases, closed-circuit tv systems for stock market quotations and operates nine movie theatres, all of which it leases. Its tv series currently in distribution include *Felix the Cat* (cartoon series), educational and informational programs (some in collaboration with the *Encyclopaedia Britannica*). For the year ended Dec. 31, 1960 Trans-Lux showed gross operating income of $6,490,091, an operating profit of $982,905 and net income of $502,217 or 86¢ per share of common outstanding stock.

Tv film distributor files for stock sale

A distributor of British feature films to television with additional tv-series interests is expanding and last week filed with the Securities & Exchange Commission to register 150,000 shares of common stock for public sale.

Programs for Television Inc. (PTI), New York, has a library of 38 J. Arthur Rank movies, 25 of which have been shown theatrically in the U.S. It has leased some of the features to NBC for national showing and some on a regional basis to Lone Star Beer and Gordon Potato Chips. PTI has distribution rights to the tv series, *Main Event,* which features boxing matches introduced by film personalities; the company financed production of this series at a cost of $487,500. At the end of May, 27 half-hour segments were complete and 12 more were in production. PTI also distributes 78 15-minute episodes of *Art Linkletter & The Kids* on a 40%-of-profits arrangement.

PTI purchased exclusive distribution rights to the 38 films for $1 million. Pay tv rights are not included. It holds the franchise on 35 of the films through April 1967, with shorter terms on the

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Proceeds of the stock issue will be applied to certain loans and the balance used to finance production of more tv series, according to the registration statement.

For the year ended May 31, 1961, PTI grossed $1,183,671 from distribution and time income for a net income of $44,929 or 18c per share of common stock. Common stock is held primarily by Leonard Loewinthan, president; Everett Rosenthal, executive vice president, and Samuel Schulman, a director, 29% each. In addition to certain indebtedness the company has 250,000 shares of common stock outstanding. Mr. Loewinthan drew a salary of $38,526 in fiscal 1960 and Mr. Rosenthal earned $33,564. Both officers have agreed that for a one year period beginning Sept. 1, 1961, they will not draw more than $30,000 salary each.

SAG VS. TALENT AGENT

Union says no more waivers for television production

Screen Actors Guild has notified talent agents that from the first of next year they can no longer act as producers of theatrical or tv films and at the same time continue to represent performers belonging to SAG.

After Dec. 31, 1961, SAG stated Thursday in submitting to the Artist's Managers Guild its demands for a new contract to replace the one expiring on that date, the talent union will no longer grant or renew waivers of its talent agency regulations permitting an agent to be a producer as well. Agents presently holding production waivers will be allowed a six-month extension from Jan. 1, 1962, to terminate their production activities, but after that date if the agent continues its production activities, its agency franchise from SAG will automatically be surrendered, the talent union said.

"Since 1952," the SAG proposal opens, "MCA Artists Ltd. and a number of other agents have been granted waivers of those provisions of the agency regulations which prohibit production activities. These waivers, granted in the early days of television film production, were designed to encourage and promote tv film production and employment in a depressed motion picture industry. In more recent years, additional waivers were granted agents because failure to do so would have been discriminatory. This policy cannot be continued, for it inevitably opens wide the door to such waivers to any and all applicants without limit. None of the waivers granted by the guild were designed or intended to be permanent. The waivers have served their purpose; the reasons for their creation no longer exist."

Although MCA, through its ownership of Revue Productions, has been the largest and most consistent talent agency to take advantage of the SAG production waiver, it is by no means the only agency do so, a SAG spokesman explained. He listed Famous Artists (Charles Feldman), Mitchell J. Hamilbury, Frank Cooper, Art Rush, James J. Saphier, Ashley-Steiner Corp., General Artists Corp., John E. Gibbs & Co., Lester Salkow, Jerome Hellman Assoc. and Orsatti Co., as using or having used these waivers. He added that some of these agencies have not been in production for several years and some never entered production or got beyond the stage of making a pilot which was not sold and never became a series.

The new contract provisions proposed by SAG would also forbid an agent from financing or guaranteeing the financing of any motion picture production for either theatre or tv exhibition. Package show representation, says SAG, "shall not include casting, negotiating or drafting actor employment contracts, acting as payroll department, handling of claims or disputes under actors' collective bargaining agreements or similar services."

Performers shall not pay commissions on tv residual or commercial reuse fees which would reduce their net compensation below SAG minimums, nor on payments made to actors for meal penalties, rest period violations, travel or living expenses, interest on delinquent payments or penalties for late payments, SAG proposes. Nor shall commission be payable on money collected by SAG and distributed to actors for the release of theatrical motion picture to television.

Are specials only for special viewers?

A tv program that's a "special" in format may not be special at all in attracting a mass audience. In fact there's statistical evidence now that an informational special (which is usually low-rated even when presented as a regular network program) brings the entire index down when lumped with its entertainment counterpart.

Specifically, a new Nielsen study of the 96 network tv specials of all types telecast from October 1960 to April 1961 finds:

Specials of all types last season got a Nielsen average audience of 17.2 compared to an average audience of 18.6 for regular programs. Without news and documentary programs included, however, specials last season gained a 19.6 average audience. The study also showed that specials had little or no variation in ratings from month-to-month; the range in ratings for specials was greater, some receiving an average audience rating of over 25.0 and some a rating under 15.0 with no middle ground for this program type.

The Nielsen study during this same period last season also measured popularity of the various types of shows and touched on audiences of pre-empted programs. It showed:

Variety shows were the most popular type of specials last season, followed by general drama and documentaries. Regular programming follows this same pattern of program popularity.

The rating of the pre-empted shows has a direct effect upon the ratings of the special that's doing the pre-empting. In addition the performance of the special and the performance of the program usually filling the time slot show a high degree of similarity.

KIVA (TV) polls viewers for program preferences

The management of KIVA (TV) Yuma, Ariz., thinks it knows what its audience wants in prime television fare this season and that the chances for carrying it are good.

In a recent survey, KIVA distributed

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Investor-owned electric light and power companies are already operating 5 atomic electric plants. They are spread across the country from New England to California. Still more are to come.

These new atomic plants result from research and development programs carried on by the investor-owned electric power industry—many independent companies that plan and function on a nationwide scale. Many companies work together in operating each of the plants, so that all can learn more about the best ways of turning atomic energy into electric power.

But the investor-owned electric light and power companies realize that atomic electric power, even in today's useful stage, is by no means the ultimate answer to America's future need for electricity.

They are studying techniques for producing and distributing power even newer than today's methods. For example:

The thermoelectric generator—provides current through heated semi-conductor metals.

Magnetohydrodynamics—generates current when fiery fuel shoots through a magnet.

The fuel cell—produces electricity from low-cost fuels.

Ever higher-voltage transmission—new lines and facilities for greater capacity than even today's electric "expressways."

Each method may some day play a part in supplying the tremendous amount of additional power America will need for new homes, new jobs and new businesses.

It is only natural that the more than 300 investor-owned electric companies explore every possible source of greater electric strength for the nation. *Power is their responsibility.* Their skill and resources have made this the world's greatest electric nation. They can supply all the additional electric power Americans will call for.

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KMOX keeps building on 'At Your Service'

At Your Service, an all-discussion-and-information program which KMOX St. Louis started a year and a half ago, now occupies 37 hours of the station's broadcast week and is still growing.

The newest feature to be added is "Ask the Clergy," in which religious leaders of all faiths answer telephone questions from listeners. The show is presented during prime weekday time.

Another feature with a similar audience-questions format, which the station says to be markedly successful, is "Ask Your Doctor," in which questions from listeners are answered in different fields of medicine each day by American Medical Assn. specialists in those fields. Still another is "Sounding Board," on which listeners get a chance to talk to a variety of guests ranging from Eleanor Roosevelt and Arnold Toynbee to Charles Taft and Jackie Robinson. Hosts for this feature are Jack Buck and Professor Roy McCarthy.

News, public affairs and editorial comment also are included in *At Your Service*. The program starts at noon with 15 minutes of hard news broadcast by Rex Davis, KMOX's news director. At 12:15 "Strictly Editorial" follows, with Mr. Davis reading and commenting on editorials from newspapers throughout the country. This is followed by "Open Line," where listeners phone in questions and comments.

Also presented at intervals during the day's seven hours of *At Your Service* are varied features including sports and comedy sketches.

KMOX says that representatives from stations as far away as Canada have visited to observe the program first-hand, as well as representatives from more than a dozen American cities. The station says it has also received inquiries from Germany, Japan, Mexico and the Netherlands Antilles.

proposed program schedules for the 1961-62 season to viewers who were asked to select the shows they prefer. KIVA, which is in a single station market, schedules programs from all three networks in efforts to comply with preferences as shown by the survey.

Leading the viewers' choices are *Bonanza, Real McCoys, Wagon Train, Untouchables* and *77 Sunset Strip*. All but *Wagon Train* already are shown on KIVA.

Program notes...

Add and switch ▪ When WOR-TV New York adds a new film series, *International Preview*, to its weekly schedule Sept. 26, *The Big Preview*, a carry-over film feature, will move from Tue., 9-11 p.m. NYT, to Sunday, same time. *International Preview*, a series of award-winning foreign films, will be presented in the Tuesday time slot.

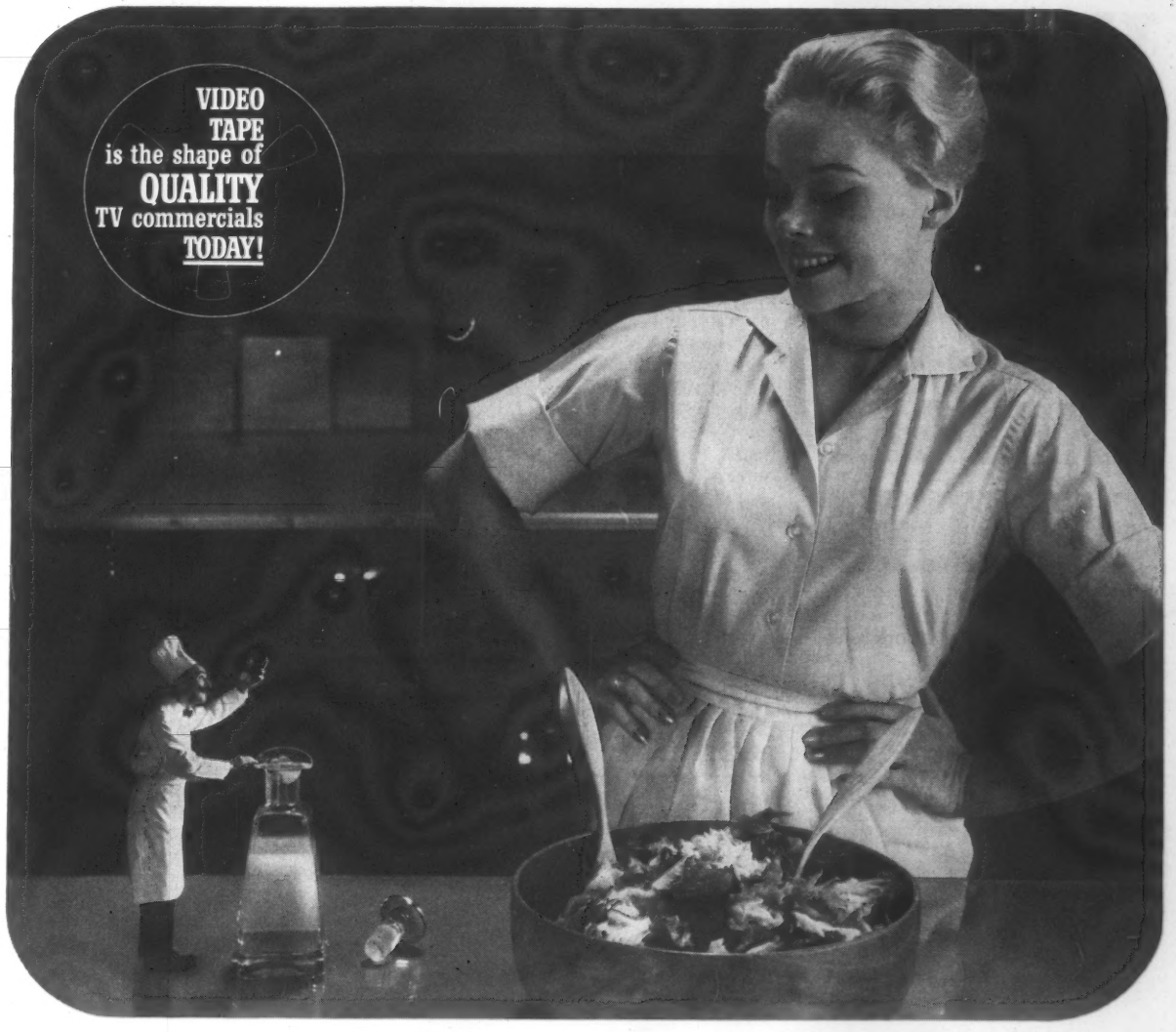
State Dept. film ▪ The employment division of the U. S. Dept. of State this week is sending to all television stations a one-minute public-affairs film dealing with the recruitment of clerical and secretarial help for U. S. embassies and consulates abroad. The film is the first tv venture undertaken by the State Dept.'s employment division.

Fallout protection ▪ The Office of Civil & Defense Mobilization, Battle Creek, Mich., has begun distribution to all tv stations of its *Television Package No. 5*. Consisting of six releases, the package is distributed with the intention that the stations present the releases one-a-month, over a six month period. "The Sky is Falling," first release, consists of (1) Letter to the program director. (2) One-minute animated color film spot. (3) Two 2x2 slides (duplicates). (4) Slide copy.

Continental returns ▪ Renzo Cesana (The Continental) returned to television with an early afternoon talk show aimed at glorifying women when KTLA (TV) Los Angeles premiered *Ladies! The Continental*, last month. During the early years of network tv, Renzo, as The Continental, was said to have charmed female viewers from coast-to-coast with his charm and sensitivity. Now, instead of inviting his female viewers to visit him by television or in his apartment to talk of love, he will present female guests in person to discuss subjects more temporal.

Officials' view ▪ At long last the football official will have a chance to present his side of various gridiron issues with the emergence of *The Official Point of View*, a new 15 minute show, premiering on WFAA-TV Dallas Saturday, Sept. 16 prior to the first NCAA football telecast. The discussion program will be carried on a nine-station Texas network including KLTV (TV) Tyler; KSYD-TV Wichita Falls; KVII (TV) Amarillo; KTAR-TV Houston; KBMT (TV) Beaumont; KGBT-TV Harlingen; WOAI-TV San Antonio; KTBC-TV Austin.

Turns co-ed ▪ *Follow-Up*, a nightly news feature of WNBF-TV Bingham-



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And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

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ton, N. Y., and a segment of the station's concept of total news reporting, is now being produced on the campus of Cornell U. Working with the Cornell News Bureau, the station video-tapes five-minute programs in which professors from various fields present their commentary on national and world events and explain the significance of the people, places and events currently in the news.

Hour of news ▪ What is reported to be the first daily one-hour television news program in the Los Angeles area will premiere on KNXT (TV), Oct. 2. *The Big News* will be presented Monday through Friday at 6:30 p.m., PDT, with CBS-TV's 15-minute *Douglas Edwards with the News* concluding the hour. Features include special events, human interest, sports, weather, and special reports.

Mission accomplished ▪ Gotham Recording Corp., New York, has completed the first 13 programs of its radio series, *The World of Folk Music*, with Burl Ives. Produced for the Social Security Administration, the show will be distributed through more than 600 Social Security offices around the country. Theodore Bikel, The Limeliters, Josh White and Oscar Brand are among those appearing with Mr. Ives in the series. Production of another 13 programs will be started soon.

Promotion plan ▪ Ziv-UA, New York, has announced a new retail merchandising plan for advertisers of its syndicated *Everglades* series. The plan includes visual aids for retailers, with notice and details of the firm's sponsorship of the show, 30 display pieces, signs and tags and badges for store managers and clerks.

New documentary ▪ *Perspective on Greatness*, a new, hour-long documentary series of 13 shows, will debut on WOR-TV New York this fall. The series, which will profile a different famous figure each week, is produced by Hearst Metrotone Productions, using the Hearst film files.

Syndicated radio show ▪ A new syndicated radio feature entitled *Out of the Mouths of Babes*, is being produced by Troubadour Productions Inc., New York. The three-to-five-minute programs will be available in packages of either five or 10 shows per week. The shows feature interviews with young children and their reactions to unusual and humorous subjects.

Paar in Berlin ▪ Jack Paar, currently on business-vacation trip in Europe, will tape three full-hour segments of his NBC-TV show in Berlin (to be broadcast during the Paar shows of Sept. 12, 13 and 14).

Another for 1962-63 ▪ MGM-TV and BBC-TV are planning to co-produce a series of 39 half-hour adventure programs called *Zero One*. The series, which is targeted for the 1962-63 season, is scheduled to be filmed in MGM's Elstree Studios in England beginning this fall. The programs will deal with a fictional security organization that protects all major airlines. The two tv companies hope to show the series in both England and the U.S.

Peace Corps closeup ▪ NBC-TV will offer a look at a Peace Corps group preparing for and beginning an assignment in Tanganyika, British East Africa, in an NBC News special colorcast Dec. 15 (Fri. 9:30-10:30 p.m. EST). The report is one of three news specials which will be sponsored by the Elgin National Watch Co., Elgin, Illinois.

Morning room ▪ NBC-TV has scheduled *Make Room for Daddy* for a Saturday morning showing in addition to the situation comedy's Monday-through-Friday afternoon editions. Starting Sept. 30, repeat episodes from the original *Make Room for Daddy* nighttime series will be seen in the 11:30 a.m.-12 noon slot on Saturdays. Sponsors will be Chunky Chocolate Corp., through J. Walter Thompson, and Eldon Industries Inc., through Kenyon & Eckhardt.

Christmas in Sept. ▪ The *Jo Stafford Show Specials*, a series of hour-long programs which Independent Television Corp. is producing in Europe for possible syndication in this country, finished taping its Christmas show on Friday Sept. 1. The program was staged in London's Westminster Abbey and featured Miss Stafford performing with the Westminster Choir. It's said to be the first time commercial tv cameras were ever permitted inside the famous Abbey.

Sideline rooters ▪ The League of Women Voters of the U.S., Washington, D.C., has sent a memorandum to all local and state league presidents urging them to help get NBC-TV's new *Continental Classroom* course in American government "off to a flying start." The league's major objectives are: Encourage stations to carry the course; help interest colleges and universities to offer it for credit; get people to enroll in the course, to listen to all lectures, or to listen to certain selected lectures, and form discussion groups or other activities to make the course "more meaningful." The program will start Sept. 25 (Mon.-Fri. 6:30-7 a.m. local time).

Eye on fashion ▪ WNBC-TV New York presented the latest fashion creations of Italy and France, together with their American line-by-line counterparts, on *Fashion is News: Dateline Rome*, Sept. 10 (11:15-11:45 p.m. EDT). Sponsored by Alitalia Airlines and produced in

TvQ's top ten for August by income

Rank	Program	Total Audience TvQ*	Income Groups Less than $5,000 TvQ*	$5,000-$7,999 TvQ*	$8,000 + TvQ*
1	Bonanza (NBC)	50	57	44	41
2	Real McCoys (ABC)	45	50	42	32
3	My Three Sons (ABC)	43	43	43	43
4	Gunsmoke (CBS)	42	48	37	32
4	Wagon Train (NBC)	42	50	35	32
6	Flintstones (ABC)	41	41	45	34
7	Perry Mason (CBS)	40	42	37	40
8	Rawhide (CBS)	38	44	30	34
9	Route 66 (CBS)	37	43	31	29
10	Candid Camera (CBS)	35	36	34	35
10	CBS Reports (CBS)	35	35	35	37
10	Checkmate (CBS)	35	38	33	29
10	Father Knows Best (CBS)	35	36	34	36
10	Rifleman (ABC)	35	41	29	28
10	Robert Taylor—Detectives (ABC)	35	36	35	29
10	Thriller (NBC)	35	36	34	33
10	Untouchables (ABC)	35	36	34	30
10	Walt Disney Presents (ABC)	35	35	35	33

*Percentage of viewers familiar with a show who consider it "one of my favorites."

cooperation with Macy's, the show will be repeated Sept. 15 (7-7:30 p.m.).

Exclusive rights ▪ CBS-TV has obtained exclusive rights to broadcast the 1962 World Amateur Ice Hockey Championship. The tournament will be held in Denver and Colorado Springs March 8-18, 1962.

School documentary ▪ KGO-TV San Francisco's *Expedition-California* series has been selected for in-school instructional programming on KQED (TV), educational station in that city. It is the first locally-produced commercial series to be used for such a purpose. The program will be run twice weekly on KQED starting in February 1962. KGO-TV has offered it to KVIE (TV) Sacramento, an etv outlet for that part of the state.

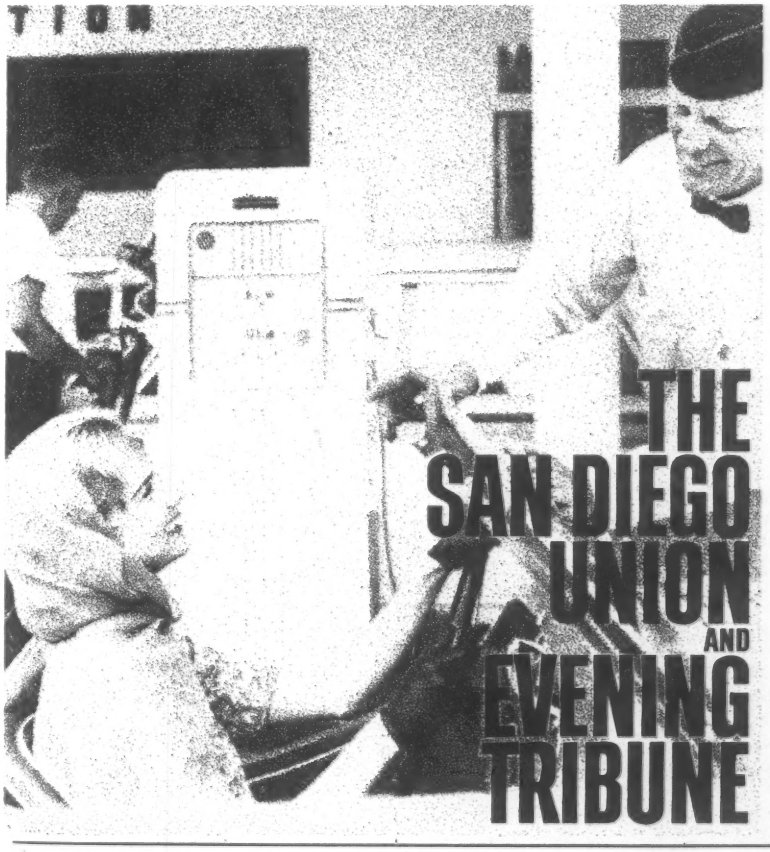
Receives award ▪ KHOU-TV Houston-Galveston, a Corinthian station, was awarded the Texas Bar Assn.'s annual journalism award for its public affairs documentary, "So You're About to Have an Accident." The program deals with the rights of citizens involved in traffic accidents as related to police, ambulance, court, hospital and insurance interests. The program was prepared by Bob Levy, staff news writer at KHOU-TV.

Pulse says influence of N.Y. critics declines

The Pulse Inc. has handed bad news to New York's tv columnists: A study which would seem to indicate the writers' popularity and influence are on the wane.

Pulse, in a report on a study in Metropolitan New York last May, revealed that of the 75% of viewers who read the columnists' news and reviews of tv programs, only 28% do so regularly. This is a considerable decline from the 50% found in a similar Pulse study in 1958.

Laurence Roslow, Pulse associate di-



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Gasoline service station sales in San Diego County reached $95,482,000 last year — a total which placed the market 2nd in California, 13th in the entire nation.* Two metropolitan newspapers — **The San Diego Union** and **Evening Tribune** — help to accelerate sales. Combined daily circulation exceeds 200,000 (228,437 ABC 9/30/60). Family readership (evening-and-Sunday combination) is 83%, according to Facts Consolidated.

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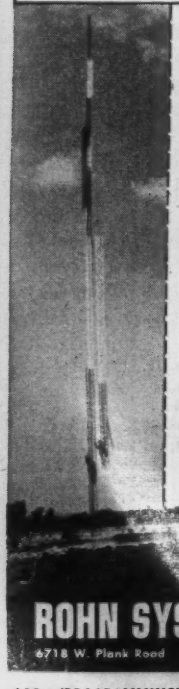

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rector, also noted a decline in the degree of reader influence among the area's tv critics. He said that three years ago 54% of respondents admitted that reviews governed their viewing choices. But only 30% acknowledged similar reliance in the new study. And even this group, he said, takes the columnists' advice with half the regularity (11% in 1961 vs. 22.7% in 1958). Only in the area of reviews of tv specials has a high level of viewer interest been maintained over the three-year period—54% in 1961 vs. 54.7% in 1958.

NET shows scheduled for prime-time tv

The National Educational Television & Radio Center, New York, announced last week that its 52 tv station affiliates have agreed to carry various outstanding NET programs in prime time on Monday, Wednesday, and Friday.

John F. White, NETRC president, noted that this is the first time stations have set aside prime time periods for exceptional NET series, chosen from the 10 hours of programs each station receives weekly from the center. In the past, stations used the programs at their discretion.

On Monday evenings, stations will present documentaries, including the *Intertel* series (shows from Britain, the United States, Canada and France) and *Prospects of Mankind,* a discussion series, with Mrs. Eleanor Roosevelt as moderator and hostess. On Wednesday evenings, stations will carry "Significant Persons" programs (examples: Richard Rodgers comparing his experiences in working with Lorenz Hart and Oscar Hammerstein II, and Edward Albee reacting to a rehearsal of a scene from one of his plays). NET stations will telecast *Festival of the Arts,* productions of operas, dramas and concerts, on Friday evenings. Humble Oil & Refining Corp. is underwriting the national distribution of the *Festival* series at a cost of more than $200,000.

Mr. White voiced the belief that the prime time project is "an important step toward the long range goal—a live network of interconnected educational stations."

Most NET programs are produced on tape.

Sillerman's new shop

Michael M. Sillerman, who resigned recently as executive vice president in charge of sales at Programs for Television Inc., New York, has formed a specialized program and sales consultancy business. His office will be at 1270 Ave. of the Americas, New York, N. Y. Telephone is Circle 7-7660.

OCCASIONS

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

Sept. 11-15, 18-20 (10:30-11 a.m.) **Play Your Hunch,** part.

Sept. 11-15, 18-20 (11-11:30 a.m.) **The Price Is Right,** part.

Sept. 11-15, 18-20 (12:30-12:55 p.m.) **It Could Be You,** part.

Sept. 11-15, 18-20 (2-2:30 p.m.) **The Jan Murray Show,** part.

Sept. 11-15, 18-20 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Sept. 11, 18 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Sept. 13, 18 (8:30-9 p.m.) **The Price is Right,** Lever through Ogilvy, Benson & Mather, Speidel throgh Norman Craig & Kummel.

Sept. 13, 20 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Sept. 14 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Sept. 15 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Sept. 15 (9:30-10 p.m.) **Westinghouse Preview Theatre—The Benny Goodman Show,** Westinghouse through McCann-Erickson.

Sept. 16 (9:30-10 a.m.) **Pip The Piper** General Mills through Dancer-Fitzgerald-Sample.

Sept. 16 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Sept. 16 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Sept. 16 (7:30 8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Sept. 17 (6-6:30 p.m.) **Meet The Press,** Co-op.

Sept. 17 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Sept. 17 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

Mr. Sillerman helped organize PTI in June 1960. In 1953, he helped form Television Programs of America, where he served as executive vice president. He also has been a vice president of the Biow Co. and president of the Keystone Broadcasting System. Mr. Sillerman stated he will soon announce the specific plans of his new organization as well as details about clients and campaigns.

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Four Star to produce educational films

Four Star Television, extending scope of its activity to include the production of educational films, has negotiated an alliance with National Astro Laboratories, Pasadena. The television production company will have an integrated interest with one of the country's leading measurement standards laboratories, Four Star President Dick Powell announced Sept. 6.

He revealed that Executive Vice President Thomas J. McDermott had been researching the educational field for more than a year before Four Star decided definitely to engage in production for that market.

National Astro Laboratories is currently developing technical training "packaged programs" for all branches of the military service and prime contractors to the military. NAL President Michael Rothbart, at conclusion of the negotiations, declared that "Four Star's reputation for quality production, personnel and facilities, in every way highly qualifies them to engage in the business of producing the high level type of film needed as part of the technical training package called for in all stages of our missile development program."

New tv film process to feature the Marxes

A half-hour film comedy series, tentatively titled *The Marx Brothers*, will be produced in the new Tri-Cinemation process for the 1962-63 season, Jerome Hyams, vice president and general manager of Screen Gems, announced last week.

Through this new animated art form, to which Screen Gems has exclusive rights, Groucho, Chico and Harpo Marx will be represented visually by life-like figures that will move and look like the Marx brothers themselves. SG is preparing the series for network presentation. Actual production will be by DHB Inc., with which SG concluded a co-production agreement several weeks ago (BROADCASTING, Sept. 4).

Networks extend G-T shows

Goodson-Todman Productions Inc., New York, reports that options on two of its tv game shows have been extended by the networks. The programs are *Say When* and *Number Please*.

NBC-TV's *Say When*, which started in January, is seen Monday through Friday, 10-10:30 a.m. ABC-TV's *Number Please*, which started in July, is currently in the Monday through Friday, 12:30-1 p.m. period, but will shift to 2-2:30 p.m. Oct. 2.

Mr. Riddle says of WDSU's many Conrac monitors: "Maintenance load is always the best indicator of equipment engineering and reliability. With our Conrac monitors, it has always been gratifyingly light."

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Markets paying more for quality film—Reed

Official Films Inc., New York, finds in an analysis that medium-size television markets currently are paying better prices than ever for quality syndicated programs. Seymour Reed, president, reports price increases range 5-15%, depending on market size.

Mr. Reed, in releasing OF's analysis last week, explained the price rise as the result of two factors—a dearth of quality syndicated programs attributable to a general reduction in program production, and "the rock-bottom prices these markets had been paying, which were not at all realistic." He said the differential being paid by medium-size markets will help to stabilize the syndication industry.

Official last week also reported that 12 new stations have bought its *Peter Gunn, Mr. Lucky, Yancy Derringer* and *Wire Service* off-network series, raising the number of total markets sold on these programs to 43. Latest stations to sign are: KIRO-TV Seattle; KMBC-TV Kansas City; KCPX-TV Salt Lake City; KTRK-TV Houston; KONO-TV San Antonio; WKRG-TV Mobile; WBRZ (TV) Baton Rouge; KFRE-TV Fresno; KERO-TV Bakersfield; WSJS-TV Winston-Salem; KPTV (TV) Portland, Ore., and WLBT (TV) Jackson, Miss.

'Zoorama' goes national

Zoorama, a series featuring the San Diego Zoo, will get national television exposure this fall with the addition of 11 stations worked out through the facilities of CBS Films.

Joining KFMB-TV San Diego (originating station and creator of the series in 1955) are stations in Miami, New York, Hartford, Schenectady, Norfolk, Denver, Salt Lake City, Phoenix, Los Angeles, Seattle and Portland, Ore.

In the photo, George Whitney, vice president and general manager of KFMB-TV holds a certificate of recognition presented by the San Diego Convention and Tourist Bureau for outstanding local television achievement on *Zoorama*. At left is Howard Chernoff, president of the convention bureau and of the San Diego Zoo and formerly manager of KFMB.

EQUIPMENT & ENGINEERING

Jerrold buys TACO for $2.7 million

Jerrold Electronics Corp., Philadelphia, has acquired Technical Appliance Corp., Sherburne, N. Y., for $2.7 million. The acquisition, Jerrold's second major one of the year, was announced in New York last week.

TACO's 1960 sales were approximately $3 million. It manufactures radio and tv antennas for consumer, industrial and military use.

In February, Jerrold joined with the Harman-Kardon Inc., Plainview, L. I., through the exchange of stock at a ratio of one share of Jerrold for 1.8 shares of Harman-Kardon stock. For the fiscal year ended Feb. 28, Jerrold reported gross income of approximately $12 million, including operating revenues from sales and services for Harman-Kardon during the fiscal year 1960-61.

Sidney Harman, president of Jerrold Electronics, said the $2.7 million for TACO will be paid over the next four years in installments. He emphasized the 27-year-old antenna manufacturer has never failed to report a profit to stockholders.

Present TACO management will remain intact, Mr. Harman said. Herbert H. Brown is president, and Tore Lundahl is executive vice president. Both are founders of the company.

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CBS shuts down semi-conductor plant

CBS Electronics has discontinued its semiconductor operations, it was disclosed last week along with the revelation that it has reached agreement on terms for Raytheon to purchase the real estate, physical facilities and certain inventories at the Lowell, Mass., plant.

The CBS Electronics Division of CBS Inc. also has set up a special personnel unit to assist employes in finding new positions. There are an estimated 600 factory and 250 white collar people involved. Raytheon also will assist the employes in finding jobs at its own plants nearby. When CBS Electronics closed its Danvers, Mass., operation last June, the division se up a special personnel unit that placed all of the people affected. Raytheon will start operating the Lowell facilities after the purchase is consummated (at about mid-October). Currently CBS Electronics is primarily in defense work.

Technical topics . . .

New microwave series ▪ Collins Radio Co., Cedar Rapids, Iowa, has announced a new series of microwave transmitters and receivers for video relaying over long, multi-hop distances, as well as for wideband data transmission and high density communications. The systems operate in the 6-8,000 mc and the 11-15,000 mc bands. Transmitter outputs in the 6-8 kmc band are 100 milli-

watts and 1 w; in the 11-15 kmc, 50 milliwatts and 500 milliwatts. The new receiver has a baseband frequency response of plus or minus .5 db, and covers the range from 50 cps to 8 mc. Providing ideal color tv transmission characteristics is a delay equalization circuit in the receiver, correcting phase differential in the video signals.

Curriculum guide ▪ RCA's Communications Products Dept. has published a curriculum guide to assist administrators of secondary schools in establishing electronics training programs. The book may be obtained from RCA electronic training products distributors or by writing to RCA Audio Products, Meadow Lands, Pa. Price is $2.

Small stereo recorder ▪ A compact, lightweight stereo tape recorder and playback system which can record from any source, add to existing recordings and play stereo tapes has been developed by Pentron Electronics, Chicago. The "Pentron 880" weighs 28 pounds and sells for $369.95 with microphone, connecting cables, a reel of blank tape and a take-up reel.

Equalizer ▪ A phase and gain equalizer, Model VCE1, for use in video circuits to correct for differential phase and gain errors in color tv systems or sync compression and white stretching in monochrome circuits is now available from American Microwave & Television Corp., San Carlos, Calif., at a cost of $185.

Compact unit ▪ A new microphone, for use by "man-in-the-street" radio-tv interviewers, was introduced last week by RCA. In use, the compact unit attaches by cable to a telephone line for feeding the program to the studio. A miniature earphone plug enables the announcer both to hear telephone cues from the studio and to monitor the microphone's output.

INTERNATIONAL

ITC in ten months profits $1.1 million

During the 10-month period ending April 30, 1961, Independent Television Corp. earned a net profit (after amortization and taxes) of $1,118,682.50. The British tv film production company did not disclose its net earnings or gross income for the period.

The profit figures were included in a financial report ITC made to its parent company, Associated TeleVision Ltd. in London. The report covered a 10-month period, rather than 12 months, so that ITC's fiscal year will correspond to ATV's fiscal year of May 1-April 30.

The financial audit was the first one ITC has ever made public. The company was taken over by ATV early last year. Among its properties are *Best of The Post: Broken Arrow, Jeff's Collie, Brave Stallion, Interpol Calling* and *Danger Man.*

Among other disclosures in the report: gross sales through April 30, 1961 of all ITC properties total $50,216,760.06, and net profits in May and June 1961 exceeded net profits of the corresponding months of 1960 by 21.7%. The company said it could not translate the percentage of increase during the two month period into dollar and cents figures, and said the gross sales figures do not include sales made on its two new television series, *Supercar* and *Whiplash.*

Ontario premier opposes cameras in courtrooms

Ontario Premier Leslie Frost declared himself very much opposed to television or press photographers being allowed in Ontario courts. He stated at Toronto on Aug. 31 that "it could be a very great mistake in the British system of justice. In my view the inquisitions conducted on television in the U. S. are a travesty."

Television and press cameras were permitted in a suburban Toronto courtroom late in August, and a tv camera was permitted to film proceedings in a judicial inquiry in Mimico, suburban Toronto, earlier this summer.

The premier gave no indication that he intends to take any action as a result of these two precedent-setting cases. Ontario Attorney General Kelso Roberts has turned the whole question over to his advisory committee.

NBC converter to help exchanges

Television standards converter, which adapts tv tapes made abroad to U. S. standards, has been placed into operation by NBC, William H. Trevarthen, vice president, operations and engineering, announced last week. The converter, he said, will "open up South American and European markets to U. S. television and vice versa."

CBS-TV has adopted the use of a

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similar converter and ABC-TV reported last spring it hopes to place such a device into operation later this year.

U. S. tv uses a picture of 525 lines, compared to 405 lines in Britain, 625 lines in Western Europe and 819 lines in France.

Abroad in brief...

Overseas offices ▪ ABC Films Inc., New York, has opened five new sales offices to cover various European markets. The Great Britain Division, in London, will be under the direction of Don Angel. The Northern European Division, headed by Mrs. Margaret Jansson in Paris, will have sub-offices in Frankfurt, Germany, and in Stockholm, Sweden. Hugo Lodrini, in Rome, will direct the Southern European Division.

USIA selects ▪ *The Plight of Pepito,* produced by WTVJ (TV) Miami, Fla., has been selected by the United States Information Agency for television programming on its facilities in Central and South America. The film is a report on the problems of Cuban exiles in south Florida, prepared with the intention of creating understanding in their behalf.

Reps appointed ▪ CKEY Toronto, Ont., appoints All-Canada Radio and Television Ltd., as exclusive representative in Canada and Weed & Co., in the United States.

16 join RSB ▪ Sixteen Canadian radio stations have signed up with the recently-formed Radio Sales Bureau, Toronto, Ont. Applications for membership went out last month, and are being received almost by return mail. The first 16 stations are mainly from the provinces of Ontario and Saskatchewan, with a few from the Atlantic coast provinces. Radio Sales Bureau has opened its headquarters at 321 Bloor St., East Toronto 5, Ont., with Bud Hoffman as president.

Agency named ▪ CKEY Toronto, Ont., has appointed Goodis, Goldberg, Dair Ltd., Toronto, as its advertising agency. Station plans a new campaign in daily newspapers and trade papers under its new ownership.

Rising rates ▪ Advertising rates for the entire West German and West Berlin vhf network during 7-8 p.m. will be increased about 15% effective January 1, 1962. New rates for 60 seconds during this period will be DM 54,300 or about $13,575. It is expected that there will be about 6 million registered tv sets in use when the new rates go into effect. Regional networks also are expected to increase their rates.

BBG PLANS CLOSER MONITORING

Will keep tabs on Canadian program content of stations

The Canadian Board of Broadcast Governors is hiring six more station log examiners, an economist and researchers to monitor radio stations with greater efficiency, Bernard Goulet, one of the three permanent governors, told the Atlantic Assn. of Broadcasters at its annual meeting at St. Andrews-by-the-Sea, New Brunswick, late in August.

He stated that recently one Canadian station almost lost its license when monitoring by the BBG showed false log entries.

Mr. Goulet also told the broadcasters of the four Atlantic coast provinces that the BBG will likely accept the recommendations of the Canadian Assn. of Broadcasters (BROADCASTING, Sept. 4) to compute advertising content on radio stations on a weekly basis. BBG had proposed in new radio regulations discussed at an Aug. 22 BBG public hearing that daily advertising content be 20%, with a 30% hourly limit. CAB had asked for a weekly average of 20% with a daily limit for any one day at 25% and a hourly limit of 30%.

Decisions on the regulations will be announced at the October meeting of BBG at Montreal, Que., Mr. Goulet stated, and said that "most of what the CAB has asked for will be granted. We are sincerely trying to help you within the letter of the law dictated by Parliament."

T. H. Fenety, CFNB Fredericton, N.B., was elected president of AAB succeeding T. H. Tonner, CHSJ St. John, N.B., who was elected radio director of AAB on the CAB board. Marvin Nathenson, CJCB-AM-TV Sydney, N.S., was elected first vice president; J. MacLeod, CKBW Bridgewater, N.S., second vice president, and Bob Wallace, CKMR Newcastle, N.B., secretary-treasurer.

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John T. McLoughlin, president, Mead Johnson Labs Div., Mead Johnson & Co., Evansville, Ind., succeeds **Richard D. Waters** as president and general manager, Vick Chemical Co. Div., Richardson-Merrell, New York., and **Ernest P. Zobian,** vp, Vick Chemical Co. Div., named executive vp. Mr. Waters was recently named executive vp, Richardson-Merrell.

Herbert Y. Gunter, creative supervisor of tv commercials for Norman, Craig & Kummel, New York, named vp and director of copy. Mr. Gunter will be responsible for coordinating and supervising all of agency's creative departments.

Sam S. Baker, account supervisor, Donahue & Coe, New York, appointed vp. He joined D&C in 1955 and was formerly president of Kiesewetter, Baker, Hagedorn & Smith, New York.

H. Gordon Scowcroft, marketing vp, United Fruit Co., New York, elected marketing vp of special products division, Lever Bros., that city.

Den Reebel, director of pr and advertising for Pittsburgh's Mesta Machine Co. and Kennametal Inc., joins Hickox advertising agency in Cleveland as executive vp.

Mr. Johnson

Harry M. Johnson named vp of Campbell - Mithun, Minneapolis-based advertising agency. Mr. Johnson, who has been with agency for past 17 years, will now concentrate on creative media planning and development of media personnel.

John R. Morris, manager of public information, Campbell Soup Co., Camden, N. J., appointed assistant to vp, marketing.

Jane M. Sarin, account executive for Eldridge Inc., Trenton, N. J., advertising agency, elected vp.

William P. Dunham, group product manager for General Foods, named president of Premium Advertising Assn. of America. Mr. Dunham, who will headquarter in New York, succeeds **Gordon C. Bowen.**

Robert B. Sabin, marketing executive, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed advertising and sales promotion manager for Eldon Toys, Ungar Soldering Tools & Toys, and Eldon Fiberglass Products, Eldon Industries, Hawthorne, Calif.

Samuel R. Guard, formerly assistant director of research at Marplan, research division of McCann-Erickson, Chicago, to North Adv. there as creative research director.

Mr. Stephan

Milton J. Stephan elected vp of Bozell & Jacobs, Omaha advertising and pr agency. Mr. Stephan, who also supervises company's office in Sioux City, Iowa, joined agency three years ago as account executive. Prior to joining Bozell & Jacobs, Mr. Stephan had fifteen years experience in advertising, both in agency and broadcast fields.

Ronald A. Clouser, assistant advertising manager, Vick Chemical Co., New York, joins N. W. Ayer & Son, as representative in New York office. **Stanley M. Goldstein,** tv-radio creative director, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins Ayer Philadelphia office as copywriter, and **Everett S. Clowes,** who was with Seaboard Screw Corp., Philadelphia, joins agency in plans and marketing department.

Billy Graham, formerly with Erwin Wasey, Ruthrauff & Ryan, New York, joins media department, Smith/Greenland, that city.

Clay A. Walker named consumer products sales manager, products sales department, Sunkist Growers Inc., Los Angeles. He succeeds **C. B. Hansen,** elevated to department manager.

James B. Daly, advertising manager, Saab Motors, New York, joins Lambert & Feasley, that city, in charge of media research, marketing research department.

Dunlap Clark, for two years in account service and media departments of Jack Wyatt advertising agency, Dallas, named media director.

James K. Jurgensen, account executive and radio-tv director of Lilienfeld & Co., Chicago, promoted to director of media.

THE MEDIA

J. Allen Jensen, previously affiliated with KSL-AM-TV Salt Lake City, named general manager of KID-TV Idaho Falls, Idaho, and executive vp of Idaho Radio Corp., owners of KID-AM-TV. **Barry ZeVan** appointed promotion manager of KID-TV, replacing **Bob Jamieson,** who has joined KTVB (TV) Boise. **Ray Strangio** joins tv sales staff. **Phil Carpenter** appointed to tv announcing staff. **Bob Burtenshaw** appointed program director of KID, succeeding **Leo Higham,** who has resigned. **Jim Rose** joins staff as radio announcer.

John F. Ward, sales manager of WGBS Miami, named general manager of WPOM Pompano Beach, Fla.

Murrell Foster named manager of KFMN (FM) Abilene, Tex. He previously had served in pr capacity for Abilene Christian College.

Jack Fallon, member of sales staff of WIBW-AM-TV Topeka, Kan., for past five years, named station manager of WIBW, succeeding **Hilton Hodges,** who becomes director of farm sales for both radio and tv.

Howard Fisher, assistant manager of WCVS Springfield, Ill., named general manager of KQAQ Austin, Minn. He succeeds **Lester Gould** who was named national and regional sales manager for station.

John Tobola, assistant manager and chief engineer of KMIN Grants, N. M., named manager and chief engineer of KUTA Blanding, Utah.

Robert D. West, production manager of WERE Cleveland, named station manager of WDBN (FM) Barberton, Ohio.

Mr. Brace

Clayton H. Brace, assistant to president, KLZ-AM-TV Denver, to represent Time Inc. as resident operations manager, Campagnie Libanaise de Television (CLT), Beirut, Lebanon. Time-Life Broadcast Inc., which operates Denver stations, has minority interest in CLT. Mr. Brace, 20-year veteran with stations and for past four years assistant to **Hugh B. Terry,** KLZ-AM-TV Denver president, will have overall charge of station management, including program, production sales administration, promotion and engineering. Gen. Soleiman Nofal is CLT president.

Evan White, staff announcer and news reporter for KTVA (TV) and KNIK-FM Anchorage, Alaska, appointed acting manager of KNIK-FM and acting news director of KTVA, succeeding **Peter Herford,** who is on year's leave of absence.

Lawrence Slon, assistant station manager of WXEX-TV Richmond-Petersburg, Va., assumes additional duties of general sales manager. **M. Larry Blum,** assistant local sales manager, promoted to local sales manager. **Robert J.**

Heller, promotion and merchandising director, resigns effective Sept. 15. He will be succeeded by **Neil Kuvin,** formerly assistant director of that department.

Arthur H. Simmers, general manager of WWIZ Lorain, Ohio, named commercial manager of WQSR Solvay, N. Y. **Jay Jasin** joins station as air personality.

Don Arlett, director of publicity and audience promotion KTVU (TV) Oakland-San Francisco, resigns to form broadcast promotion consultation firm. Firm will be located in San Francisco and is due to open Sept. 18. **Chet Rhodes** was named to succeed Mr. Arlett.

Robert Gordon, sales manager of WCPO-TV Cincinnati, Ohio, appointed assistant general manager.

Frank J. Bulgarella, music director and sales representative of WKLZ Kalamazoo, Mich., named assistant to station president.

Larry Reilly, timebuyer, Ted Bates, New York, joins Advertising Time Sales Inc., that city, as tv account executive.

Jules A. Levy appointed research diractor of WJXT (TV) Jacksonville. Mr. Levy was formerly employed by U. S. Census Bureau in Washington, D. C., and First Research Corp., Miami.

Robert Spence, sales manager for WFBG-FM Altoona, Pa., named sales representative for WMEX Boston.

Raymond L. Hamilton, manager of Detroit office of Television Advertising Representatives Inc., joins New York staff as account executive.

Jim Scott, account executive at KQUE (FM) Houston, promoted to commercial manager, succeeding **Forrest Patton,** named director of sales for KQUE and KNUZ Houston. **Webb Hunt,** program director for KQUE, appointed operations director.

Donald L. Green, account executive for KFYR Bismarck, N. D., appointed sales manager of WOC Davenport, Iowa.

Roger Carter, member of news staff of WAKR Akron, Ohio, appointed assistant program director.

Robert L. Strickland, formerly with The Bolling Co., station representative, Los Angeles, joins Forjoe-TV, station representative, as manager, western sales division.

Martin Block, air personality, WABC New York, joins WOR, that city, as host of *Martin Block's Hall of Fame* beginning Sept. 23.

David W. Balfour appointed account executive of WWRI West Warwick, R. I. He had previously served in station's program department.

Rosemary Breuer appointed business manager of WSAI Cincinnati.

James A. Beatty, assistant merchandising manager, WNBC New York, succeeds **Joseph Murphy** as manager of merchandising.

Bill Pierson, news editor and news director of KTLN and KTVR (TV) both Denver, Colo., opens radio-tv school in that city.

R. Philip Irwin, programming supervisor, WVIP Mt. Kisco, N. Y., succeeds **John Martin** as assistant news editor of WICC Bridgeport, Conn. Mr. Martin joins announcing staff of WNHC-TV New Haven.

Mr. Wander

Mr. Sklar

Arthur J. Wander, assistant to vp and general manager, WAKR-AM-FM-TV Akron, Ohio, joins WMGM New York as assistant to director, Arthur M. Tolchin. **Rick Sklar,** program director, WINS New York, joins WMGM in similar capacity.

Kent J. Fredericks, member of local sales staff of WXYZ-TV Detroit, promoted to national sales manager. Mr. Fredericks succeeds **Thomas J. O'Dea,** transferred to ABC-TV Network Sales Div. in New York. **James P. Conroy,** manager of production services, named to succeed Mr. Fredericks.

Dick Taber, general sales manager of WRAM Monmouth, Ill., joins KWWL Waterloo, Iowa, in similar capacity.

William E. Shultz, general manager of Merchants Broadcasting System of San Diego (storecasting), appointed account executive at KFMB San Diego.

Barbara Hund, writer, producer and tv teacher with Washington County (Md.) Closed Circuit Tv project, appointed tv producer of Mohawk-Hudson Council on Educational Tv, Schenectady, N. Y.

Dick Newcomer, pr director of WKBN-AM-TV Youngstown, Ohio, resigns to accept graduate assistantship at U. of Iowa, Iowa City.

Jack H. Fern, executive in CBS News department, appointed news director of KDKA-TV Pittsburgh.

Mrs. Everett Needham Case elected a director of RCA. Mrs. Case, wife of president of Colgate U., succeeds **Mrs. Douglas Horton,** resigned.

F. J. Froeschle, editor-publisher of *Ransom County Gazette* in Lisbon, N. D., named news director of KXJB-TV Valley City and KXGO-AM-TV Fargo, both North Dakota. **Henry Ness,** agricultural representative of Fargo National Bank, joins staff of KXJB as farm director. Mr. Ness will retain his position with bank.

Jim Karyan, assistant news director of KTLA (TV) Los Angeles, promoted to associate producer. **Bruce Cohn,** member of KTLA news staff, named to succeed Mr. Karyan.

John Howard, pr director of WQED (TV), Pittsburgh educational tv station, appointed director of development of WHYY-FM-TV, Philadelphia educational outlet.

Tony Marvin, MBS newscaster, assigned to *The World Today,* MBS weeknight news-feature program. **Jim Gordon,** news director of WINS New York, assigned MBS network news show.

Paul Sciandra appointed program director of WGR-TV Buffalo, N. Y. He succeeds **George W. Cyr,** who resigned (FATES & FORTUNES, Sept. 4). Mr. Sciandra will be succeeded by **Richard D. Johnson,** program manager of WMAQ Chicago.

Gerry Desmond, air personality, WEOK Poughkeepsie, N. Y., named program director.

W. W. Connell, formerly with WFUN Miami, appointed program director of KXOK St. Louis.

Sam Sherwood, KDWB St. Paul, Minn., air personality, appointed program director. He replaces **Ted Randal,** who moved to KFWB Los Angeles. Both are Crowell-Collier stations. **Jim O'Neill** joins KDWB as air personality.

Gene H. Linn, assistant manager of Lubbock Chamber of Commerce, named director of farm programs of KCBD-TV Lubbock, Tex.

Sheldon Fay Jr., formerly independent producer of industrial films and tv commercials, appointed film producer at KPIX (TV) San Francisco.

William B. Chesson, WSTV Steubenville, Ohio, air personality, appointed sports director.

Henry C. Cassidy, European news director for NBC, joins WNEW New York as news analyst.

Sam A. Jaffe, reporter and editor, CBS News, New York, joins ABC News in similar capacity.

Clure Mosher joins WINZ Miami as sportscaster.

Roy Heatly and **John Hart** appointed field reporters of KNXT (TV) Los Angeles. Mr. Heatly had previously served as editor and writer for NBC News, while Mr. Hart was promoted from station news writer. **Jack Leppert,** cameraman for NBC and Walt Disney, named news film cameraman. Other appointments: **Paul Nelson** and **Pierre Adidge** named news film sound technicians; **Don Holcombe,** film expediter; and **Melinda Cotton,** staff secretary.

Matthew R. Mathews, reporter, Homestead, Pa., *Daily Messenger*, joins news staff, WICC (TV) Pittsburgh.

Irene Chorba named sales secretary of KOMO Seattle, Wash. She replaces **Lorraine McDonald,** who has moved to KATU (TV) (not yet on air) Portland, Ore.

W. Emerson Rhodes, production staff member for WHEN-TV and air personality for WNDR, both Syracuse, N. Y., joins WSAI Cincinnati as air personality and programming assistant.

Ralph Becker, formerly with WTVH (TV) Peoria, Ill., named to sales staff of WTTG (TV) Washington.

Robert J. Carr, formerly announcer for WWL New Orleans, named staff announcer of WDSU-TV, that city.

Red Jones, program director of KILT Houston, Tex., joins KWKH Shreveport, La., as air personality.

Henry Clark joins WEAV Plattsburg, N. Y., as staff announcer.

Harry L. Ebbesen, formerly with KTVK (TV) Phoenix, joins KPHO-TV, that city, as announcer.

PROGRAMMING

Douglas J. Baker, production director, Van Praag Productions, New York, elected vp.

EQUIPMENT & ENGINEERING

James W. Shackleford, regional sales manager, industrial electronics division, Allen B. DuMont Labs, reappointed southern regional manager for DuMont television, radio and stereophonic high fidelity instruments, DuMont Emerson Corp., Atlanta. Mr. Shackleford was southern regional manager 1953-1960 before joining DuMont.

Harold W. Kaye, manager of customer liaison in military products division of Adler Electronics, New Rochelle, N. Y., named technical assistant to vp and general manager.

Daniel Echo, general sales manager,

BROADCAST FM STEREO MULTIPLEX

NO WAITING—NO WANTING

Stereo FM broadcasting is here now—**READY RIGHT NOW.** Standard Electronics offers the first low-cost, ready-to-install unit for **IMMEDIATE DELIVERY.**

The Standard Electronics FM Stereo Generator 935 is completely compatible with existing transmitters—in some instances simply plug-in—and you're in business. At most, minor modification will be necessary. At no time will more than 2 hours of off-broadcast time be needed for installation.

ACT NOW—Attract new listeners during the first flush and enthusiasm of FM Stereo reception—listeners that will swell your audience and buy your advertiser's products. Fill in the coupon for complete technical information and low, low price—or send your order in today for fast, off-the-shelf delivery. Performance guaranteed of course.

STEREO SCOREBOARD

WLIR
Garden City, L. I., N. Y.
KPEN
San Francisco, Cal.
KWFM
Minneapolis, Minn.
KPFM
Portland, Ore.
WMKE
Milwaukee, Wisc.
WBLR
Long Branch, N. J.
WFPR
Detroit, Mich.

ACT NOW

standard electronics
PRODUCT LINE BY REEVES INSTRUMENT CORP.
SUBSIDIARY DYNAMICS CORPORATION OF AMERICA
FARMINGDALE, NEW JERSEY

Gentlemen:
Please send me specification sheet and price on the new Standard Electronics Stereo Generator 935.

NAME _____

STATION _____

ADDRESS _____

electronic tube division, Allen B. DuMont Labs, New York, named to newly created post of product manager-display devices, electronic tube division, Sylvania Electric Products Inc., that city.

ALLIED FIELDS

Bill Perry, assistant radio-tv director of National Safety Council, joins Chicago Unlimited as executive secretary succeeding **Ned E. Williams,** who retires. CU is broadcast industry promotion group composed of talent and other creative people in profession.

S. White Rhyne Jr., joins Mullin & Connor, Washington law firm, as partner.

Mrs. Janet Sillen, director of women's products division, Institute For Motivational Research, New York, elected vp.

INTERNATIONAL

Allan B. Yeates, advertising and pr director of Prudential Insurance Co. of America in Canada, with headquarters in Toronto, and immediate past president of Assn. of Canadian Advertisers, named vp of Spitzer, Mills & Bates Ltd., Toronto advertising agency.

Burt Budin, producer-director of WTVH (TV) Peoria, Ill., resigns to join Irish Television Network, Dublin, Ireland.

W. G. Munro, radio-tv director of McCann-Erickson (Canada) Ltd., named account executive in radio and tv of Cockfield Brown & Co. Ltd., Montreal.

Jack Leddy named program director of CHAB-TV Moose Jaw, Sask.

Arnold Nelson, formerly of Television Representatives Ltd., Toronto, joins retail sales staff of CKNW New Westminster, B. C.

Bob Giles, news director of CKNW New Westminster, B. C., and CKWX Vancouver, B. C., named program manager of CKLG Vancouver.

Terie Hardcastle, formerly in commercial tv production in England and later with CHAN-TV Vancouver, ap-

FANFARE

'They satisfy'

To celebrate the first anniversary of its "Conversation Radio" format, KABC Los Angeles sent Gloria Wall around to various local agencies peddling specially prepared KABC cigarettes, each one promoting a KABC personality or program. Using many of the advertising slogans of name brand cigarettes, a perspective smoker might open a pack that says, "You Get a Lot to Like on KABC Radio," "Pamela Mason Sounds Good Like a Personality Should!"; "Start Fresh with Red McIlvaine."

Storer stations aid area swimming champs

Storer Broadcasting Co. radio stations, in their support of the President's Physical Fitness for Youth campaign, are supporting the U.S. Women's Swimming Team by helping defray the travel costs of the girls from the areas covered by Storer stations.

The girls were selected by the AAU on the strength of their performances in the national AAU championships last month. Each Storer radio station pledged to help defray the travel costs of at least one girl from its area, provided she qualified in the AAU meet for the European trip. Girls from three Storer station areas qualified.

Storer radio stations are WIBG Philadelphia; KGBS Los Angeles; WGBS Miami; WJW Cleveland; WJBK Detroit; WSPD Toledo and WWVA Wheeling, W. Va.

Gold bricking for profit

To inform listeners of its new "golden sound," KIOA Des Moines, Iowa, embarked on a two week promotion highlighting the venture with "gold" bricks that could be turned in to the station for gold prizes (gold cigarette lighters, cuff links, gold radios, etc.).

Promo spots asking "Do You Have The Golden Touch?" started things rolling. The station planted 200 gold bricks around the city with a sticker on one side telling finders to bring them to KIOA studios for gold prizes. All but 17 were found.

Twin Cities sounds

To illustrate the scope of its news and features, WTCN Minneapolis-St. Paul conducted a mystery sound contest, composed of various sounds heard throughout the area in the course of a day. Some 70 different sounds were used, attracting 8,000 phone calls. Station officials were so impressed with the results they are planning a new and larger contest, this time to promote the station's music format. Prizes will range from theater passes to a new car.

Fm stations combine to stage big jazz show

A small family style picnic planned by WBMI-FM Meriden, Conn., has developed into one of the biggest fm promotions in the area with the emergence of a five-station fm network and 14 groups of entertainers combining for a jazz-folk song spectacular scheduled for Sept. 16.

The 6½ hour show is being promoted on 17 New England fm stations by use of tapes and live announcements. Participating stations (WBMI-FM; WRNW [FM] Mt. Kisco, N. Y.; WJZZ [FM] Bridgeport, Conn.; WGHF [FM] Brookfield, Conn.; WLNA-FM Peekskill, N. Y.) are sending their respective jazz hosts to share the m.c. duties. They also are exchanging promotional tapes with each host plugging his own portion of the show.

'Operation Snowball' to push second-set sales

The test promotion plan partly underwritten by Corning Glass Works to enlarge the second-tv set market, called "Operation Snowball" in the trade, has been set for Kansas City Sept. 15-Oct. 1. Advertising in all media, including local radio-tv stations, will be used in the $40,000 promotion.

Also cooperating in the promotion is the Kansas City chapter of the National Appliance and Radio-Television Dealers Assn. Underwriters in addition to Corning include Kansas City Power & Light Co. and seven local distributors:

pointed radio-tv director of Vancouver, B. C., office of Canadian Adv. Agency Ltd., Toronto, Ont.

DEATHS

Ernest M. Walker, 56, director of research at Hicks & Greist, New York advertising agency, and former broadcasting executive, died on business trip in Louisville, Ky. Mr. Walker had been with agency for past five years and before that was head of central division of ABC radio network.

Eugene A. Tighe, 64, died Aug. 31 in Jefferson Hospital, Philadelphia. Mr. Tighe was president and treasurer of Dorland advertising agency in Atlantic City, N. J.

Mr. Campeau

Joseph Edward (Ted) Campeau, 63, president and general manager of CKLW-AM-FM-TV Windsor-Detroit, died Sunday, Sept. 3 of heart attack at his home in Windsor, Ont. Mr. Campeau became sales manager of CKLW in 1932 and president and general manager in 1947. He was director of Canadian Assn. of Broadcasters and MBS for many years.

Grayson Headley, 46, owner and general manager of WNNT Warsaw, Va., died Aug. 31 at Washington Hospital Center, Washington, D. C., after long illness.

Mrs. Beatrice Irwin Victor, 50, vp of Jay Victor & Assoc., advertising and pr firm, Newark, N. J., died Aug. 30 at Upper Montclair, N. J., following long illness. Mrs. Victor had been associated in firm with her husband, Jay Victor, for last twelve years, and previously had collaborated with him in writing of radio dramas and commercials.

Carl Beseler, engineer on staff of WCKY Cincinnati, died in Christ Hospital, that city.

Lee Wholesale Co. (Zenith), Continental Electric Co. (Westinghouse), Sears Roebuck & Co. (Silvertone), Wilson Distributing Co. (Philco), RCA Victor, Magnavox and General Electric. Distributors and dealers also plan additional second-set promotions of their own using paid advertising in various media. Store traffic will be further stimulated by the give-away of 40 portables. An "Operation Snowball" test in a Boston suburb last April boosted set sales by 71%.

Drumbeats...

Appreciation day ▪ KQV Pittsburgh claims an attendance of 60,000 persons at its second annual Appreciation Day at the city's Westview Park. The shindig started with a giant record hop and ended with an all star outdoor stage show, featuring such personalities as Frankie Avalon, Freddie Cannon and others. The station also claims that "at least 150,000 other people" listened to the show on radio or watched it on WQED-TV, Pittsburgh's educational tv outlet. Proceeds from rides at the park were turned over to the etv station.

Dare ▪ When a theatre owner in Panama City, Fla., dared anyone in town to take a voyage to the bottom of the sea (Gulf of Mexico in this case) in conjunction with the promotion of a movie of the same name, he got more than he bargained for. John Roberts, a disc jockey on WDLP, that city, went him one better and broadcast his show from under the sea by the use of a hydrophone tied in to the two-way radio of the station's cabin cruiser, Miss Dixie.

Subscriber session ▪ WBAI (FM) New York, listener-supported station, will hold a "get-together party" for its subscribers and their friends at a Greenwich Village night spot on Sept. 25. The get-together is being planned to bring some of the subscribers together and at the same time to raise additional revenue to help support the non-commercial Pacifica Foundation outlet.

A new aid for tv weathercasters

A parade of television babies may be leading weathercasters out of an impending programming storm—how to give the weather report without throwing in such interesting tid bits as the barometric pressure in Verkhoyansk, Siberia, or ad-libbing heavy dews into expected tidal waves.

Comes now on the scene babies —82 little characters (see photos) designed to keep announcers reading the official forecast without fear of losing viewer interest. They are *Weather Tots,* a 185-film package of 15 second sequences, produced by Video Varieties, Pittsburgh, available on an exclusive basis.

The babies depict various weather conditions in their moods, expressions and activities. They are seen in 13 general weather categories ranging from hot to cold and smog to windy.

Stations that have already purchased *Weather Tots:* WLWA (TV) Atlanta; WANE-TV Ft. Wayne, Ind.; WLWI (TV) Indianapolis; KFDX-TV Wichita Falls, Tex.; WLWD (TV) Dayton, Ohio; WIMA-TV Lima, Ohio; WTOL-TV Toledo; WJAC-TV Johnstown, Pa.; WKST-TV Youngstown, Ohio.

Sunny weather is the prediction

Button up your overcoat... it's cold

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 31 through Sept. 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Los Angeles, Calif.—Spanish International Bcstg. Co. uhf ch. 34 (590-596 mc); ERP 244 kw vis., 122 kw aur.; ant. height above average terrain 2,944 ft., above ground 234 ft. Estimated construction cost $365,000; first year operating cost $200,000; revenue $200,000. Post Office address 1044 S. Hill St., Los Angeles 15. Studio location Los Angeles. Trans. location Mt. Wilson, near Los Angeles. Geographic coordinates 34° 13′ 36″ N. Lat., 118° 03′ 59″ W. Long. Trans. RCA TTU-12A, ant. RCA TFU-24DM. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Jules Cohen, Washington. Principals include: **Frank F. Fouce** (55%), **Emilio Azcarraga, Edward J. Noble** (each 20%); **Julian M. Kaufman** (5%). Mr. Fouce is president and 17% owner of tv sales representative firm, 75% owner of two motion picture theater exhibition firms, sole owner of tv film distribution firm and 25% owner of another; Mr. Azcarraga has extensive broadcast interests in Mexico; Mr. Noble is majority stockholder of Mexican advertising agency; Mr. Kaufman is vice president and general manager of tv rep firm. Ann. Aug. 30.

New am stations

ACTION BY BROADCAST BUREAU

Gold Beach, Ore.—Gold Beach Bcstg. Co. Granted 1220 kc; 1 kw D. P.O. address box 185, Brookings, Ore. Estimated construction cost $19,440; first year operating cost $29,000; revenue $33,000. Principals: **Lawrence D. Anderson, William P. Degross** (each 50%). Mr. Anderson is commercial manager of KURY Brookings, Ore.; Mr. Degross owns mobile homes business and 50% of bowling alley. Action Sept. 1.

APPLICATIONS

Roswell, N. M.—F. F. Moore Jr. 1320 kc; 1 kw D. P. O. address 1006 W. Van Buren St., Lovington, N. M. Estimated construction cost $15,268; first year operating cost $39,600; revenue $42,000. **F. F. Moore Jr.,** sole owner, owns theater. Ann. Aug. 30.

Lubbock, Tex.—Mid-Cities Bcstg. Corp. 1420 kc; 500 w D. P. O. address 4000 Rasco, Odessa, Tex. Estimated construction cost $5,150; first year operating cost $30,000; revenue $45,000. Principals: **Edward L. Roskelley** (75%), **Lowell J. Roskelley** (25%). E. L. Roskelley is 75% owner of KOYL Odessa, Tex. L. J. Roskelley is assistant manager of milk products firm. Ann. Sept. 5.

Existing am stations

APPLICATIONS

KBRS Springdale, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 5.

WOKJ Jackson, Miss.—Cp to change hours of operation from D to unl., using power of 1 kw-N, 5 kw-D and install DA-N. Ann. Sept. 1.

WROV Roanoke, Va.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Ann. Sept. 1.

WHBL Sheboygan, Wis.—Cp to increase power from 250 w-N, 1 kw-D to 1 kw-N, 5 kw-D; install DA-2 and new trans. Ann. Sept. 1.

New fm stations

ACTIONS BY BROADCAST BUREAU

Ottawa, Kan.—Ottawa Bcstg. Co. Granted 95.7 mc; 6.69 kw. Ant. height above average terrain 153 ft. P. O. address box 46, Ottawa. Estimated construction cost $12,400; first year operating cost $2,000; revenue $2,000. Principals: **Roderick B. Cupp, Edwina W. Cupp** (each 50%). Mr. and Mrs. Cupp are equal partners in KOFO Ottawa. Action Aug. 30.

Springfield, Ohio.—World Evangelistic Enterprise Corp. Granted 100.7 mc; 77.2 kw. Ant. height above average terrain 281 ft. P. O. address 127 S. Spring St., Springfield. Estimated construction cost $32,850; first year operating cost $33,8000; revenue $36,400. **World Evangelistic Enterprise Corp.** is non-profit religious organization. Action Aug. 30.

Fredericksburg, Va.—Star Bcstg. Corp. Granted 93.3 mc. 42 kw. Ant. height above average terrain 330 ft. P. O. address 305 William St. Estimated construction cost $30,052.50, first year operating cost $8,000, revenue $10,000. Star Bcstg. is owned by Free Lance-Star Publishing Co., Fredericksburg, whose principals include **Charles S. Rowe** (38%) and his brother **Josiah P. Rowe III** (43%). Star Bcstg. owns WFLS Fredericksburg. Action Aug. 30.

APPLICATIONS

North Attleboro, Mass.—North Attleboro Bcstg. Co. 93.3 mc; 3.9 kw. Ant. height above average terrain 184 ft. P. O. address 83 Chestnut St., North Attleboro. Estimated construction cost $26,000; first year operating cost $36,000; revenue $36,000. Principals: **Joseph A. Morin, Rose L. Morin** (each 50%). Mr. Morin is partner in metalurgical firm; Mrs. Morin is housewife. Ann. Aug. 30.

Shillington, Pa.—David L. Kurtz. 97.7 mc; 777 w. Ant. height above average terrain 250 ft. P. O. address 800 S. State St., Ephrata, Pa. Estimated construction cost $28,750; first year operating cost $40,000; revenue $45,000. **David L. Kurtz,** sole owner, is electrical engineer for Philco Corp. and owns 20% of limestone aggregates manufacturing firm. Ann. Aug. 30.

North Charleston, S. C.—KTM Bcstg. Co. 102.5 mc; 5.17 kw. Ant. height above average terrain 195.4 ft. P. O. address box 5758, North Charleston. Estimated construction cost $14,690; first year operating cost $20,000; revenue $28,000. Principals: **Richard F. Kamradt** (60%), **Robert S. Tamblyn** (40%). Mr. Kamradt owns stevedoring business and steamship agency; Mr. Tamblyn has been news director of WUSN-TV Charleston, S. C. Ann. Sept. 1.

Bremerton, Wash.—Bremerton Broadcast Co. 104.5 mc; 3.25 kw. Ant. height above average terrain 97 ft. P. O. address 205 Washington Ave., Bremerton. Estimated construction cost $17,182.50; first year operating cost $831; revenue $2,500. **Bruce Bartley,** sole owner, owns KBRO Bremerton. Ann. Aug. 30.

Ownership changes

APPLICATIONS

KAAB Hot Springs, Ark.—Seeks assignment of license from **Phoenix Co.** to **Edward Krock** (50%), **Victor Muscat, Joseph P. Trantino** (each 25%), d/b as **National Park Bcstg. Inc.**; consideration $55,000. Mr. Krock is president and majority stockholder of investment firm; Mr. Muscat is vice president and director of two insurance firms; Mr. Trantino is president, general manager and one-third owner of WLIS Old Saybrook, Conn. Ann. Aug. 30.

KPLY Crescent City, Calif.—Seeks assignment of license from **Del Norte Bcstg. Co.** to **Mason C. Deaver, Virginia E. McWhorter** (each 50%), d/b as **Summit Bcstrs.**; consideration $65,000. Miss McWhorter is women's director of WHAR Clarksburg, Va.; Mr. Deaver has been 26.7% owner of WHAR. Ann. Sept. 1.

WEBO Owego, N. Y.—Seeks transfer of 25% of stock in **Owego Radio Inc.** from **Petrina B. Colby** to **Sarah D. Davis,** present 37% stockholder; consideration $481.75 cash and assumption of $1,080.75 liability. Ann. Sept. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of Billings Bcstg. Co. to increase daytime power of KBMY Billings, Mont., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and KXLO Broadcast Inc., for like increased daytime power of KXLO, Lewistown, Mont., continued operation on 1230 kc, 250 w-N, each with interference condition, and Big Horn County Musicasters for new station to operate on 1230 kc, 250 w, unl., in Hardin, Mont. Action Sept. 6.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Coastal Bcstg. Co. for nighttime operation of WLAT Conway, S. C., with 500 w, DA, continued operation on 1330 kc with 5 kw D. Action Sept. 6.

Routine roundup

■ Commission granted petitions by Assn. of Federal Communications Consulting Engineers and of Havens & Martin Inc., and extended from Sept. 5 to Oct. 20 and from Sept. 20 to Nov. 6 time to file comments and replies in matter of amendment to Subpart G of Part 4 of rules concerning tv broadcast translator stations. Action Aug. 31.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Saltville Bcstg. Corp., and extended to Sept. 15 time to file opposition to petition by Seward Bcstg. Inc., to enlarge issues in proceeding on their ap-

Continued on page 117

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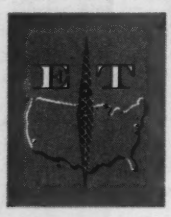

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- All other classifications 30¢ per word—*$4.00 minimum.*
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RADIO

Help Wanted—Management

Manager with a lot of hustle and know-how wanted for good small market radio station. Good salary plus override percentage of gross station income. Reply in confidence. This is opportunity kicking you in the seat of your pants. Box 937G, BROADCASTING.

Immediate requirement for manager and chief engineer at new 1000 watt daytimer located in suburban major market in northeast. Write Box 942G, BROADCASTING.

Manager for small market. Tremendous opportunity for one strong in sales and looking for growth. Located in S. E. Pennsylvania. Send complete resume Box 959G, BROADCASTING.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10,000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Wanted . . . Sales manager, 5000 watts, major market station in N. Carolina. Must be excellent salesman. Top salary. Apply Box 845G, BROADCASTING.

Great opportunity in metropolitan market. Salary and commissions. Box 887G, BROADCASTING.

Selling, sales manager for 100,000—2 station market. Niagara Falls, N. Y. Security and good earnings for sound man. Box 890G, BROADCASTING.

Major southeastern market station wants experienced, aggressive salesman with ideas. On-air accounts to start and excellent money-making future for right man. Send complete selling resume and late snapshot to Box 965G, BROADCASTING.

Florida. Medium market. Needs 2 experienced announcer-salesmen for fulltime, old, established station. No rock and roll. Pleasant, adult voices wanted. Permanent position offered. $400.00 vs 30%. Complete details plus tape and photo to Box 988G, BROADCASTING.

$350.00 plus commission. Call Jack Powell, KVON, Napa, California. BAldwin 6-2023.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

Wanted: Top sales manager. Draw against commissions. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Top power station in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll. Send audition, background and photo first letter to program director. References will be checked. Box 750G. BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man-program director. Network station. Experienced, no screamer. Northeast Box 847G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult programming. Long established station. Send recent tape, recent photo, complete information of age, experience (both announcing and board) marital status and salary expectations. Box 850G, BROADCASTING.

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; also needs additional announcer, air-time 44 hours weekly. Immediate openings for competent personnel. Well-known dependable operation. Send resume of training, experience, picture and tape. Box 879G, BROADCASTING.

Mature announcer for personality show. Background in other departments, helpful. Security with solid New York State station. Must be reliable. Box 888G, BROADCASTING.

Quality Illinois (not Chicago) regional fulltimer needs a bright, mature professional, adept with board, smooth but strong delivery. If have news gathering and writing ability, so state. Fine opportunity; liberal pay and benefits. Permanent, prefer family man. Pleasant, prosperous community. Write resume, references and salary requirements to Box 914G, BROADCASTING.

First phone—adult personality announcer. If you're ready to get off the merry-go-round and really settle down to a good job, with a good future, with a good mid-west station—this is it! Start $550.00 per month. Send resume and ad-lib tape. Box 933G, BROADCASTING.

Announcer—Personality disc jockey for adult format station in metropolitan market. Send tape-photo-resume to Box 968G, BROADCASTING.

Dependable commercial announcer with at least 2 years experience not afraid of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play-by-play experience helpful but not necessary. Opportunity to grow with chain. Start $85 for 48 hours. Regular raises, personal interview necessary, but first send tape and resume to Box 991G, BROADCASTING.

Announcer—experienced. Willing to follow good music format. Run own board for outstanding Pennsylvania station. Employed benefits, excellent working conditions. Box 992G, BROADCASTING.

Announcer-copywriter. Accent on news. $400 to $433 per month start. KBRZ Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Going nights in October. Need ambitious evening announcer with first phone for college audience. Salary includes base guarantee for selling and servicing local and regional accounts. Send tape-resume to KLGN, Logan, Utah.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Announcer—Experienced, music, news and sports college town. Apply KNIM, Maryville, Missouri.

Help Wanted—(Cont'd)

Announcers

Need experienced announcer in solid small town radio. Good opportunity for right man. Send tape and references to KVOW, Riverton, Wyoming.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

New Illinois daytimer needs experienced dj plus news director by October 1st. Rush tape, resume, and pix to (1) Jerry Collins, 5 Ryan, Bloomington, Illinois. (2) WBBY, Box 7, Alton, Illinois.

Immediate opening for bright morning man, strong on adult appeal. Wit, charm, production ability, salesmanship given top consideration. We're 5000 watts in one of the fastest growing markets in the northeast. Send tape, resume, photo to Jim Brunelle, WENE, Endicott, New York.

Announcer with first phone. Immediate opening. Send tape and resume or call George Morgan, WEZN, Elizabethtown, Pa.

WIRK, top rated Florida Gold Coast formost station needs experienced morning man strong on news. Send air-check as dj and newscaster and full resume including armed forces recall status to Box 2148, West Palm Beach, Florida.

Progressive radio station seeking solid, happy voiced announcer. Production a must. $90.00 if worth it. Send tape, picture and particulars to WTHE Radio, Spartanburg, S. C.

Wanted: 3 dj's. First class ticket. $400 per month. Write Mr. Burt Squire, Geneva Hotel, Geneva, Ill.

Experienced combo announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Technical

Qualified engineer wanted. with knowledge of RCA 10,000 watt transmitter, Collins equipment, RCA magnetic disc, able to handle full studio maintenance. Production knowledge an asset. Large metropolitan eastern station. Starting salary, $6,500.00 per year. Apply Box 884G, BROADCASTING.

Young, expansion minded Southeastern group seeks combination man. Must be tops in engineering and have good delivery on air. Will serve as chief for metro market station, supervise construction of new fm station. Fine opportunity for talented, capable man not afraid of hard work. Write full details, including references, and include tape and small photo. Salary open, so please state your requirements. Box 935G, BROADCASTING.

Immediate opening—experienced chief engineer for well established, well equipped regional 5000 watt am network West Virginia station. Would consider aggressive newcomer. Write Box 939G, BROADCASTING.

Chief engineer—Mississippi ND daytimer, going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

Control room operator with 1st class phone. Excellent opportunity. Write WDRC, Hartford, Connecticut.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send details, references and salary requirements. Box 821G, BROADCASTING.

Experienced man for local news and sports little announcing. Emphasis on news. Medium northeast market. References required. Box 889G, BROADCASTING.

Promotion and copy man with first phone—outstanding opportunity. Box 948G, BROADCASTING.

Newsman—for metropolitan market. Experience in writing and reporting local news. Good delivery. Rush photo-tape-resume to Box 967G, BROADCASTING.

News director—aggressive, hard-hitting reporter capable of building and directing capitol city radio/tv news department . . . must have reporting, writing and on-camera experience, capable of producing high-caliber newscasts, editorials, and in-depth specials. Unique opportunity for experienced newsman to grow in professional stature. Send tape, photo and full details to Box 977G, BROADCASTING.

Newsman—gather, write, air local news. Handle tape recorder. New station. WNJH, Hammonton, New Jersey; or WCOJ, Coatesville, Pa.

Complete staff for 5 kw adult-music 3 city metro-market. PD with good voice, aggressive ideas, terrific talent. Announcers with 1st phone. Newsmen and engineers with good voice. Excellent permanent positions. Top salary. Rush tape, resume, expected salary. Harry Goldman, WEEE Radio, RD 2, Albany 5, N. Y.

Newsman with versatility and guts for aggressive established am and fm, tv, operation. Must be able to interview, rewrite, shoot film and stills, a challenging opportunity for the imaginative. Tape, resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed as account executive with 7 years major market experience. Excellent production record. Late twenties, family man, honest, sober. Full radio background. Box 864G, BROADCASTING.

Major market radio . . . 18 years experience. 7 years successful management. Excellent sales record and on-air personality. Present owners will give top-line recommendations. Box 832G, BROADCASTING.

Management—For a.m. station, experienced all phases, excellent references. Box 946G, BROADCASTING.

Mature, reliable family man, experienced in management and sales. Capable first phone. Southeastern states only. Box 973G, BROADCASTING.

Established record—winner of numerous national awards for creating and producing public affairs and news programs and proven ability to commercially sell both public affairs and purely commercial ideas. Extensive background, including video tape productions . . . 14 years commercial radio and tv, married. Proven professional stability and capability. Presently employed 7 years top tv station, top market. Box 986G, BROADCASTING.

Former station owner seeks position with small market station. Management, news, sales, announcer-sales. J. C. Rothwell, 1815 Blanco Road, San Antonio, Texas. Telephone PE 5-6253, San Antonio, or PL 8-2982, Aransas Pass, Texas.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Situations Wanted—(Cont'd)

Sales

You need more sales? Write me! Experienced, 30, $150 minimum. Box 994G, BROADCASTING.

Top flight radioactive sales personality . . . Restless, frustrated, for lively organization with solid recognition in major market providing top production, promotional and merchandising tools. In return . . . will create the trust power necessary to sky-rocket sales . . . Must be top 50 market. Bo 964G, BROADCASTING.

Announcers

Versatile experienced announcer desires change. Veteran, 25, married D.J., news, production, tight board. Box 612G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. No c & w. Available after September 10. Box 751G, BROADCASTING.

Happy personality DJ. Presently mornings as wake up "smiling" man. 7 years. Top 40 or middle music, either way. Now at $130. Box 772G. BROADCASTING.

Top rated morning dj with production know how seeks sound future with progressive metro. Box 796G. BROADCASTING.

DJ, newscaster. Tight board—bright sound—experienced, informative news. Box 842G, BROADCASTING.

Radio-tv announcer 10 years experience. Qualifications include radio-tv news director including mobile units, writing, covering, filming, broadcasting. Sports, high minor league baseball, major college football and basketball, golf, bowling. Top disc jockey for several years. Personal interview if situation warrants. Consider top position only. Box 866G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All nite show—morning top forty—r&b. Afternoon experience. Single. Car. Box 869G, BROADCASTING.

8 years experience. Sports, play-by-play, pd & staff, top character and references. 27, family & college graduate. Employed. Box 920G, BROADCASTING.

Want any ditches dug? Will work enthusiastically for your station. Recent college graduate with experience in commercial radio, commercial continuity, knowledge of music. Tape, pix, resume to midwest station. Box 921G, BROADCASTING.

Attention west coast, major markets and overseas! Ten solid years experience available for adult and/or "Young Modern" type programming. Past two years with Sherwood Gordon fine music in Phoenix, San Diego and San Francisco. Previously with McLendon as personality jock and program director. Best references. Tape available but would prefer interview. Box 922G, BROADCASTING.

Tops in copy, disc jockey, idea girl, great hire me, don't wait. Box 923G, BROADCASTING.

Newsman—reporter—announcer. Limited experience, willing to learn. Broadcasting school graduate, apprentice training. Prefer fast pace format news station, small market. Single, will relocate immediately. Box 924G, BROADCASTING.

Announcer-engineer; 1st phone; wish to relocate in larger market. Tape on request. 34; married; 2 children. Box 928G, BROADCASTING.

DJ—loves negro music—desires rhythm & blues station. Leading references. Box 930G, BROADCASTING.

Announcer currently employed met. market seeks position of responsibility in med. or small market. Radio since 1947, permanent, strongest personal and professional references. Salary secondary to opportunity, congenial working conditions, good community for family. Box 931G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-engineer—14 yrs. top markets, good all around man. 35, employed, family. Want change. Best References. Box 932G, BROADCASTING.

Girls first gentlemen! I'm for you, would prefer night time slot on your station. If you need a dependable girl d.j. who works combo, and has 1st class ticket, is strong on news, and has two years experience, and you'll pay a minimum salary of $400.00 write. Box 934G, BROADCASTING.

Gal—Experienced. Air-personality, copy-writer, sales. Single, will travel. Box 940G, BROADCASTING.

Combo man strong on news, commercials, sales. Available September. Box 947G, BROADCASTING.

Announcer-dj. I like to sell on the air. Authoritative news. Box 955G, BROADCASTING.

First license experienced announcer. Family. 40 hour week. Near Washington. Personal interview prefered. Box 962G, BROADCASTING.

Need that first job. What have you to offer? Speech trained, broadcasting school, some college, third phone. Box 976G, BROADCASTING.

Top, top 40 jock interested in Philadelphia, Chicago, Detroit, Boston and Pittsburgh. Box 978G, BROADCASTING.

12 years all phases announcing-pd, upstate New York major. Both media. Never unemployed. Looking for future. Management? Presently $12,000 plus. Good character, 30. Sincere offers welcome. Box 979G, BROADCASTING.

Announcer—dj. Friendly air personality anxious to sell your station and your sponsors' products in your area. Box 980G, BROADCASTING.

Young? Experienced? Personality? Single? Stop! Then write Box 983G, BROADCASTING.

Combo man with first phone, business college. Two years summer announcing experience. No maintenance. Draft-free and single. Not a screamer. Prefer small town. Box 985G, BROADCASTING.

Sports—play-by-play, pd, staff. 8 years experience. 27, college graduate. Top character and references. Employed. Permanent. Box 987G, BROADCASTING.

Top negro gospel man, 7 years experience serving a large market, a family man dependable, can sell. Mix well, good voice, have car, will travel anywhere. Need a good man? Contact me at Box 989G, BROADCASTING.

Top dj desires well organized, promotion minded, medium-major market station. Box 993G, BROADCASTING.

Rock jock. No screamer. Wishes to relocate. Presently employed. Rated #1 major market. Location—open. Opportunity more important. Box 995G, BROADCASTING.

Ambitious announcer, dj run tight board, bright sound, experienced newscaster, family. Box 996G, BROADCASTING.

Announcer, dj experienced, mature voice, tight format, want to settle. Box 997G, BROADCASTING.

Broadcast school graduate. Emphasis news, adult pop music. Single, 28. Available two weeks. Box 998G, BROADCASTING.

Young man with first phone would like to train for announcing. Little maintenance. Joseph Urso, 5151 Monticello, Dallas 6, Tex.

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer, family man, sports announcing specialty, production, sales, copywriting, third phone, prefer western area, presently employed, references. Box 193, Sonora, California.

Recent broadcasting school grad would like job in top 40 station in north, east, west part of Florida. Phone Carl Briggs, AD 2-7149, no letters please. Washington, D. C.

Announcer-deejay wants work immediately. Willing to work and travel. Have a little experience in news and sales. Contact Darrell Denstedt, 683 N. Gordian. Burns, Oregon, or call 4621.

8 years experience. Tight board. Dependable. Cal Hardwick, 336 3rd SW, Paris, Texas. SU 4-7388 (3rd ticket).

Experienced staff man—dj and news. Single, 23. Have car. Two years college. David Hickey, 5552 Carlton Way, Hollywood, Calif., HO 4-9594.

Available now: Chicagoan, $winging dj, comboman: rated #2. In major Texas market, promote hop$. Hot on ale, excellent recommendations. Family man, $alary open. "I'll travel anywhere, where the opportunities are." Write Chuck Kollias, 1217 So. Scoville, Berwyn, Illinois. Call Gunderson 4-2434 evenings.

McLendon 1st phone d.j. available Oct. 1. Contact Fred Lane, 7311 Broadway, San Antonio, Texas. Telephone TAylor 2-1475.

Negro news announcer and d.j. Expertly trained. College and army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Staff announcer—three years experience, college, married, have car. All staff duties, including news, sports, dj. Bob Scholz, 3417 E. Terrace Ave., Fresno, California, BA 7-1046.

Technical

Engineer, 1st phone wants job. No chief or combo job. Box 982G, BROADCASTING.

First phone operator. Chief, combo experience. P. O. Box 303, Seaford, Delaware.

1st class license. No experience, willing to learn. Robert House, Box 322, Eagle River, Wisconsin.

Chief. Experienced. Light announcing. Ronald Pesha, 1930 East 33 Place, Tulsa, Oklahoma. RIverside 2-7490.

Production—Programming, Others

Are you a gambler? Ten years writing experience makes me a sure bet for top newsroom slot. Strong supporter of local news. Worth five-figure salary, but am willing to talk in terms of future. Box 943G, BROADCASTING.

Come up! . . . To listenable, salable radio. Energetic big-time talent offers youth, experience, organizational ability for programming/production slot. Larger markets. Box 949G, BROADCASTING.

Basic working newsman. Write-air, local. Moble unit, beeper, remotes. Produce human interest features. Staff—adult appeal. Box 957G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 970G, BROADCASTING.

Sound sells radio . . . Accomplished production with sell, not just music pad. Mature delivery, big smile. Successfully employed as operations manager of stable, progressive station; looking for same in bigger market. Box 971G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opening account executive position with major NBC TV Network affiliate in Iowa. Good salary and commissions to experienced tv salesman. Will consider radio. Midwest applicants preferred. Send complete resume. Box 882G, BROADCASTING.

New independent television station serving Kings-Fresno Counties in California will commence telecasting local sports, western, pop orchestra, teenage records, and kiddie show in October. Men or women, if you have had experience selling and announcing any of these shows on radio or tv, send qualifications, pictures, and air checks to Harold Gann, KDAS-TV, Lakeside Inn, Kingsburg, California. Excellent guarantee and allowance with large commission.

Announcers

TV announcer needed for staff work; on camera news; able to do "Bozo the Clown!" Immediate opening. Young, personable. Some tv experience preferred. Will consider solid radio background. Multiple station owner. Air mail resume, recent photo, and tape to George Burnett, WBTW, Florence, S. Carolina.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex vtr, southwestern vhf. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 763G, BROADCASTING.

Experienced chief engineer and studio supervisor for small market vhf—north-central. Write Box 938G, BROADCASTING.

New Channel 21 serving Kings-Fresno counties in California to commence operations in October and seeking engineer who has had considerable experience in erecting tv stations to build it and remain on staff as chief. All General Electric station, prefer announcing ability. Write qualifications to Harold Gann, KDAS-TV, P. O. Box 521, Kingsburg, California.

Opening for first phone, video and audio switching and some maintenance. Send resume, picture and salary requirements to J. H. Seide, Chief Engineer, KNOP-TV, North Platte, Nebraska.

Switcher and transmitter engineer—first phone. Experience not necessary. Carl Anderson, KREY-TV, Montrose, Colorado.

First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WIMA-TV, Lima, Ohio.

Production—Programming, Others

Leading tv station in major eastern market wants young aggressive promotion man for number 2 position in active department. Excellent opportunity for a man with move and enthusiasm. Reply stating experience and salary qualifications. Box 831G, BROADCASTING.

All-around production man needed immediately in midwest station directing camera, general production. Director does own switching. Write Box 925G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Television program manager available October 1st. Exceptional experience. Prefer west coast. Box 951G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Film manager and film buyer with ten years network and affiliate experience. Available soon. Box 952G, BROADCASTING.

TV general manager. Thirteen years in commercial tv. Experience in programming, sales, and announcing, with two leading metropolitan vhf's. Experience also includes seven years in advertising agencies as vice-president and president. Age 38, married with no children. Was baptized in commercial television back in 1948. At present have the second highest billing in tv, in south's largest city. I know the industry, and would like to head up, good progressive tv operation. Will answer all replies. Box 984G, BROADCASTING.

Announcers

Weathergirl, experienced in major market. Professional member American Meteorological Society. Box 816G, BROADCASTING.

Truly, truly professional radio announcer seeks position in aggressive tv operation. Currently employed by a top-rated, nationally known, radio station in one of the top 3 markets. Desire opportunity to do all types of on-camera work. Have a considerable amount of on-camera experience. Seasoned actor, m c. and interviewer. Will deliver network caliber commercials. Sincere, university, married, 30. Business approach to the business. Long hours no concern. No prima donna, just hard worker. Will consider radio stint in addition to tv. Box 981G, BROADCASTING.

Technical

Engineer experienced in all phases of television construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 839G, BROADCASTING.

First phone operator with four years experience in television transmitter and studio available soon. Ham. Box 961G, BROADCASTING.

11 years transmitter experience—3 years in tv, 8 in radio. Prefer Texas or southwest. Box 972G, BROADCASTING.

Production—Programming, Others

Young man, 27. B.A. degree. Graduate of New York University, radio & tv workshop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Newsman-sportscaster. Four years radio-tv experience. Versed in the rudiments of gathering, writing and airing news in an informative-professional manner. Play-by-play sports. Mature, college graduate, married, veteran. Tape, resume, interview on request. Box 840G, BROADCASTING.

Director-producer wishes change. Know all phases. Do air personality. 8 yrs. experience. Military completed. Box 863G, BROADCASTING.

Childrens' show—New, different and excellent. Currently tops in market as self contained one hour strip. Flexible. Videotape available. Top twenty-five markets only. Box 944G, BROADCASTING.

Nine years experience in tv production & programming. Also advertising agency experience. Excellent record & references. I can show you results. Box 945G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director: News-in-depth specialist. Top ratings, references. $150. Box 958G, BROADCASTING.

TV program manager . . . Twelve years production (live, film and videotape), programming, public affairs, film buying and operations manager. Married, degrees, excellent references, and available soon. Box 950G, BROADCASTING.

Production manager/director: Creative professional. Stimulates best team operation. Happy being tops present market, but interested step up. Experienced all phases tv production. Box 975G, BROADCASTING.

FOR SALE

Equipment

Schafer 1200 automation. In service less than three months. Like new. Box 849G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B fm transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

IBM Type studio clock system. Consisting of 1 #25 master Clock, 1 #601-3 master relay, 6 #59-45 studio clocks and 1 #59-55 studio clock. Will sell for $350.00 FOB WITN, Washington, North Carolina.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Trade 12 years management experience and $5,000 for downpayment on controlling interest or full ownership of small or medium market operation. Box 966G, BROADCASTING.

Experienced radioman desires to lease station with option to buy. southwest. No brokers. Box 974G, BROADCASTING.

Equipment

Used television antenna, good condition, Channel 31. Reply to Box 926G, BROADCASTING.

Ampex, Altofonic, Audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

Wanted: Old soundmirror (brush) recorders. Write to: Larry Walcoff, WSUI, Iowa City, Iowa.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛" line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

250 foot antenna, also 4 turntables in good condition. N. H. Hamilton, Summerville, South Carolina.

OUTSTANDING CAREER POSITION

SENIOR DESIGN ENGINEER

BROADCAST EQUIPMENT

Vitro Electronics, manufacturer of NEMS-CLARKE equipment, offers an outstanding career position to a Senior Design Engineer who is currently working on commercial broadcast equipment.

The man we seek should have a B.S. and approximately five years of experience in the design and development of broadcast equipment, including phase meters, field intensity meters, automatic logging devices, re-broadcast receivers and video connectors. Some experience in solid state circuitry is also desirable as well as familiarity with FCC broadcast regulations.

The appointment is permanent and well remunerated. Our laboratories are located in Silver Spring, Maryland, a residential suburb of Washington, D.C. Public schools are excellent. Company-sponsored graduate courses available at five nearby universities.

All qualified applicants will receive consideration for employment without regard to race, creed, color or national origin.

Write in confidence to:
Mr. D. R. Statter, Director of Industrial Relations

Vitro ELECTRONICS
A Division of the Vitro Corporation of America

PRODUCERS OF NEMS-CLARKE EQUIPMENT
919 Jesup-Blair Drive, Silver Spring, Md.
JU 5-1000

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Sell your product to radio stations via direct mail. 3,000 stations all on gummed labels, $45.00. 5¢ refunded for each undelivered piece. Box 857G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

TELEVISION

Help Wanted—Sales

Somewhere, there are 2 or 3 men who are (a) self-starters (b) not saddled with wives who won't re-locate (c) not saddled with a house they can't sell (d) hungry. To these men we offer (f) an immediate job in a tv station in east, south and midwest (g) no traveling (h) guaranteed $400 month plus (i) car mileage (j) fringe benefits (k) $6,000-15,000 a year within 90-120 days (l) security with 10 yr. old org. If you have what it takes, we have what you've been waiting for. Better contact me immediately. (PS: The above does not mean "no married men need apply.")

CY NEWMAN
P. O. Box 3107, Bon Air, Va.
Phone Bridge 2-0200

RADIO

Help Wanted—Management

GENERAL MANAGER & SALES MANAGER

Two top jobs. Big-market; multi-group now interviewing.

Almost every candidate will find with us a brighter future AND present than he now enjoys. Please write in confidence.

Box 854G, BROADCASTING

Situations Wanted—Management

MANAGEMENT
SALES MANAGEMENT

Twenty years in broadcasting . . . all phases, independent and network, top five to smaller markets. Announcer, D. J.-M.C., newscaster, writer, and sales executive at station and agency level. Handled everything from local retail to regional and national blue chip business. Can build your property into top ratings and top profits as manager or sales manager. Will locate wherever there is maximum growth potential.

Box 929G, BROADCASTING

TELEVISION

Situations Wanted—Announcers

HUSTLING ANNOUNCER

Presently employed in leading radio station in one of the top 3 markets desires opportunity for much on-camera work in TV or TV-radio operation. 11 years experience in business; college; 30.

Box 956G, BROADCASTING

FOR SALE

Equipment

FOR SALE

AM BROADCASTING EQUIPMENT . . . COMPLETE FROM MIKES TO TRANSMITTER

Collins 100/250-watt complete transmitter
General Radio modulation monitor, frequency monitor and RF amplifier
Collins 4-channel console (no pre-amps)
Composite remote control unit
Two turntables
Two Viking tape decks with amplifier and stand
Two nineteen-inch racks
Two Turner mikes and stand
Two speakers with baffles
One Collins line equalizer
Plus other small miscellaneous items.

FOR SALE as a complete package. Prefer not to split into individual sales. Buy as is. Nothing guaranteed. You pick up and take away.

REASON FOR SELLING: Station under new ownership and has moved into new location with 100% new equipment.

TERMS: Cash on the barrel.

PRICE: BEST OFFER GETS THE WHOLE SHOOTING MATCH.

Contact: James B. Kidd, chief engineer, Radio station WKEI, Kewanee, Illinois. Phone (not collect) Kawanee 4471.

We now have available one of the radio industry's most outstanding programming men. A gentleman from the East, educated in the Mid-west, experienced in the South-west, Middle-west, South and West coast. A man not un-marred by vicious competition, but a strong man, with principles, always emerging the victor. A pioneer in the field of production and programming geared to Human Response. A man with the brains, the foresight, and the perseverance which make men leaders everywhere. . . . We would be proud to arrange an interview.

Box 960G, BROADCASTING

FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10
FOR FM AND AM TRANSMITTERS
Eliminate costly wire line charges. Own your own system. 950 mc PROGRAM STL AVAILABLE SEPARATELY. Attractive leasing plan.

MOSELEY ASSOCIATES
4416 Hollister Avenue., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

RADIO STATION FINANCING
Jay J. G. Schatz
Continental Illinois Bank Bldg.
231 So. LaSalle Street
Chicago 4, Illinois

WANTED TO BUY

Stations

INVESTMENT GROUP

Seeking solid FM property in top 25 markets; realistically priced AM in top 150. Reply in strict confidence.

Box 936G, BROADCASTING

STATIONS WANTED

Is your station in the black and healthy? I am looking for small station on single or double station markets. New England to Virginia. Send all information, including terms, in first letter. Replies confidential. *NO BROKERS PLEASE.*
Box 963G, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.
Box 599G, BROADCASTING

FOR SALE—(Cont'd)

Stations

MICHIGAN DAYTIMER
in
small but growing market
sale by owner
Box 941G, BROADCASTING

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

To Buy or Sell Radio-TV properties, its

PATT McDONALD CO.
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

Bill Trotter	Paul Yates, Jr.
Box 5411	Box 1396
EX 7-3219	FA 2-5488
Memphis, Tenn.	Sanford, Fla.
Mrs. Gerry Switzer	Jack Koste
1620 W. 3rd	40 E. 42nd
EL 2-2163	MU 2-4813
Taylor, Tex.	New York 17, N.Y.

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Gross $70,000 last year. Asking $75,000. $20,000 down.

CALIFORNIA. Exclusive. Fine area. Asking $110,000. Terms. Full time.

Upper Midwest. Exclusive. Daytime. Gross $55,000 last year. Asking $65,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 110

plications for new am stations in Marion and Saltville, Va., and to Oct. 4 to file replies thereto. Action Aug. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Sept. 6 on opposition of Rollins Bcstg. Inc., to request of WHYY Inc., for issuance of subpoena *duces tecum* in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 1.

■ Granted joint petition by Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., applicants for new am stations to operate on 1250 kc, 500 w, D, in Nicholasville, Ky., approved agreement whereby Nicholasville would pay Jessamine $3,000 in partial reimbursement of its expenses in return for its withdrawal; dismissed Jessamine's application with prejudice and retained in hearing status Nicholasville's application. Action Aug. 30.

■ Dismissed as moot petition by George F. O'Brien to enlarge issues in proceeding on his application for new am station in New Milford, Conn., et al.; petitioner requested issue regarding application of Stratford Bcstg. Co., Stratford, Conn., which was dismissed Aug. 29. Action Aug. 30.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to intervene, opposition by Radio Co. of Texas County to petition to intervene, comments of Broadcast Bureau on petition to intervene and statement by WCAE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Robert F. Neathery and Radio Co. of Texas County for new am stations in Houston, Mo. Action Aug. 29.

■ Referred to commission for its consideration and attention petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to intervene, opposition by Nicholasville Bcstg. Co. to petition to intervene, comments of Broadcast Bureau on petition to intervene, and statement by WCAE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Action Aug. 29.

By Hearing Examiner Asher H. Ende

■ Granted petition for change of procedural dates filed by Independent Indianapolis Bcstg. Corp., in proceeding on its application for new am station in Indianapolis, Ind., et al, and, on own motion, continued Sept. 25 hearing to Sept. 26. Action Aug. 31.

■ Granted request by Columbia Bcstg. System Inc., and continued hearing scheduled for 10 a.m., Sept. 5, to 9 a.m., Sept. 6 in proceeding on application of The Y T Corp. for new fm station in Palo Alto, Calif. Action Aug. 31.

■ Accepted June 14 letter, signed by Horace W. Cross, as applicant's exhibit 3, without prejudice to right of Broadcast Bureau to raise any questions with respect to such letter or make any arguments it deems appropriate regarding effect thereof insofar as issues upon which matter was set for hearing are concerned, and closed record in proceeding on application of Wireline Radio Inc., for renewal of license of station WITT Lewisburg, Pa. Action Aug. 30.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and continued from Sept. 5 to Sept. 29 time to file proposed findings of fact and conclusions in matter of revocation of license of Mandan Radio Association for am station KBOM Bismarck-Mandan, N. D. Action Sept. 1.

■ Granted motion by Jerome Sill, assignee of and successor to WFPG Inc., Toms River, N. J., and continued from Sept. 5 to Sept. 13 oral argument on a petition for leave to amend by Mr. Sill in am proceeding. Action Aug. 30.

By Hearing Examiner Millard F. French

■ Granted petition by Broadcast Bureau and extended from Aug. 29 to Sept. 7 time to file proposed findings and conclusions in proceeding on application of Cosmopolitan Bcstg. Corp., for new fm station in Newark, N. J. Action Aug. 29.

By Hearing Examiner Isadore A. Honig

■ Ordered, *nunc pro tunc*, on examiner's own motion, that parties are afforded additional period of time from Aug. 11 to Sept. 19 to file joint request for approval of agreement for dismissal of application of Western

Bcstg. Co. for new am station in Odessa, Tex., and that examiner will withhold further consideration on application of R. L. McAlister for like facilities in Odessa, during such additional period and any such further time, if any, as may be required for action on any joint request filed. Action Sept. 1.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Rollins Bcstg. of Delaware Inc., Wilmington, Del., and cancelled Sept. 5 prehearing conference and ordered that presently scheduled dates for exchange of exhibits, notification of witnesses, and hearing will be adhered to unless otherwise ordered in proceeding on Rollins' application and that of Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action Sept. 5.

■ Granted request by Broadcast Bureau and scheduled prehearing conference for Sept. 5 in proceeding on applications of Rollins Bcstg. of Delaware Inc., and Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action Aug. 31.

■ Scheduled oral argument for Sept. 18, at 9 a.m., on petition by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, for leave to amend its am application; dismissed as moot petition for extension of time by Joseph P. Wardlaw Jr., Canton, Ohio, since extension requested was granted by order of Aug. 18 pursuant to petition by Kent-Ravenna Bcstg. Co., Kent, Ohio, in Docs. 14076 et al. Action Aug. 31.

■ Scheduled oral argument for Sept. 11, at 9 a.m., on petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue in proceeding on his application which is consolidated for hearing with Docs. 14076 et al. Action Aug. 31.

■ Granted motion by Associated Bcstrs. Inc. (WEST) Easton, Pa., and ordered that supplemental proposed findings of fact with respect to station WOND Pleasantville, N. J., and any corrections to findings and conclusions previously filed, may be filed on or before Sept. 8; on own motion, ordered that reply findings may be filed on or before Sept. 18 in am proceeding. Action Aug. 30.

By Hearing Examiner H. Gifford Irion

■ Upon request by United Communications Inc., assignee, continued Sept. 5 prehearing conference to Oct. 2 in proceeding on applications of Plains Radio Bcstg. Co., for additional time to construct KRKY (FM) Denver, Colo., and for assignment of cp of that station, et al. Action Aug. 30.

■ Granted petition by Broadcast Bureau and extended from Aug. 28 to Sept. 11 time to file proposed findings and conclusions in matter transfer of control of station KGMS Sacramento, Calif., to Capitol Bcstg. Co. Action Aug. 30.

By Hearing Examiner David I. Kraushaar

■ Ordered, in absence of objection by Sapulpa Bcstg. Corp., Sapulpa, Okla., within period prescribed by rules, and on consent of other parties, that motion by M. W. Cooper, Midwest City, Okla., for extension of time to exchange his engineering exhibits from Aug. 21 to Aug. 23 is granted *nunc pro tunc* and that such exhibits may be exchanged on latter date in am proceeding. Action Sept. 1.

By Hearing Examiner Jay A. Kyle

■ On own motion, continued Sept. 14 prehearing conference to Oct. 10 in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV) San Francisco, Calif., for cps to increase ant. heights. Action Sept. 1.

■ Upon request by James V. Perry, extended from Aug. 31 to Sept. 7 date for exchange of further engineering exhibits in proceeding on his application and that of Quests Inc., for new am stations in Grove City, Pa., and Ashtabula, Ohio. Action Aug. 31.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Smackover Radio Inc., to extent of continuing prehearing conference from Sept. 8 to Nov. 15, at 9 a.m., and hearing from Sept. 27 to Dec. 18 in proceeding on its application for new am station in Smackover, Ark., et al. Action Aug. 31.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Sept. 7

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,581	40	111	853
FM	862	65	187	141
TV	486[1]	61	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Sept. 7

	VHF	UHF	TV
Commercial	466	80	546
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 5

WING Dayton, Ohio—Granted license covering change of alternate main trans. to auxiliary trans. at present location, using DA-N and remote control D.

WFOY St. Augustine, Fla.—Granted license covering increase in daytime power and installation of new trans.

KXMB-TV Bismarck, N. D.—Granted cp to change ERP to vis. 221 kw, aur. 111 kw, trans. location to near St. Anthony, type trans., type ant., changes in equipment; ant. height 1,230 ft.

WKUL Cullman, Ala.—Granted mod. of cp to change type trans.

WLSI Pikeville, Ky.—Granted mod. of cp to change type trans.

Actions of Sept. 1

■ Granted transfer of negative control under delegated authority pursuant to Sec. 0.241 of Statement of Delegaitons of Authority (first such staff action):

KENL Arcata, Calif.—Granted transfer of negative control from Melvin D. and Aldine T. Marshall to H. D. and C. A. Warning; consideration $50,000 for 50% interest.

WHIH Portsmouth, Va.—Granted transfer of control of Akron Bcstg. Corp., majority stockholder of Providence Radio Inc., parent corporation of licensee corporation, from Edwin Elliot to Edwin T. Elliot.

WICE, WYCE(FM) Providence, R. I.—Granted transfer of control of Akron Bcstg. Corp., majority stockholder of license corporation, from Edwin Elliot to Edwin T. Elliot.

■ Granted licenses for following am stations: WJES Johnston, S. C.; KGUL Port Lavaca, Tex.; WXVW Jeffersonville, Ind., specify studio at trans. location and deletion of remote control request.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KTHE Thermopolis, Wyo.; KREW Sunnyside, Wash.; WMMB Melbourne, Fla.

KPOJ Portland, Ore.—Granted license covering installation of new trans.

KEPI(FM) Phoenix, Ariz.—Granted mod. of cp to change main studio location; operate trans. by remote control; change type trans. and type ant.

■ Following stations were granted mod. of cps to change type trans.: WEIS Centre, Ala.; WSNW-FM Seneca, S. C.; condition; WJBB Haleyville, Ala.; WRAB Arab, Ala.; WPRP Ponce, P. R.; WMVA-FM Martinsville, Va., condition.

■ Following stations were granted extensions of completion dates as shown: WYLD New Orleans, La., to Oct. 10; KBBZ Laramie, Wyo., to Oct. 16; WKZO-TV Kalamazoo,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Mich. (main trans. & ant.) to Dec. 9; WALA-TV Mobile, Ala., to April 1, 1962.

Actions of Aug. 31

■ Granted renewal of license for following stations: KANE New Iberia, La.; KCIJ Shreveport, La.; KOSE Osceola, Ark.; WBBQ Augusta, Ga.; WDNG Anniston, Ala.; *WEVC (FM) Evansville, Ind.; WJHB Talladega, Ala.; *WKCS (FM) Knoxville, Tenn.; WNBS Murray, Ky.

KRAF Reedsport, Ore.—Granted license for am station.

WMGA Moultrie, Ga.—Granted license covering increase in daytime power, and installation of new trans. specifying type trans.

KXJK Forrest City, Ark.—Granted license covering installation of new trans. for auxiliary purposes with remote control operation.

WSAU Wausau, Wis.—Granted mod. of license to operate trans. by remote control, nighttime hours operation only; conditions.

KSYL Alexandria, La.—Granted mod. of license to change studio location and remote control point, while using non-DA.

KFMB San Diego, Calif.—Granted cp to install auxiliary trans.; remote control permitted.

WETT Ocean City, Md.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

■ Following stations were granted cps to install new type trans.: WREB Holyoke, Mass.; WVMI Biloxi, Miss.

WSID Baltimore, Md.—Granted cp to install new trans. for auxiliary purposes; remote control permitted.

KLZ Denver, Colo.—Granted cp to change ant.-trans. location and make changes in ant. and ground system.

KTKT Tucson, Ariz.—Granted cp to make changes in DA pattern.

■ Following stations were granted mod. of cps to change type trans.: KATY San Luis Obispo, Calif.; WRIG Wausau, Wis.; KNBB (FM) Newport Beach, Calif.; WCHN-FM Norwich, N. Y.

KFMB San Diego, Calif.—Waived Secs. 1.253, 3.25 and 3.28 of rules and granted cp to change trans. location.

WLEC Sandusky, Ohio—Granted mod. of cp to make changes in ant. system (eliminate resistor) and change type trans.; condition.

WHFS(FM) Bethesda, Md.—Granted mod. of cp to change main studio location; delete remote control operation; make changes in ant. system (increase height); and install new ant.; ant. height 200 ft.

WFLT(FM) Franklin, Tenn. — Granted mod. of cp to make changes in ant. system and increase ERP to 800 w.

■ Following stations were granted extensions of completion dates as shown: WHFS (FM) Bethesda, Md., to Nov. 20; WJBW New Orleans, La., to Dec. 21; WFFG Marathon, Fla., to Jan. 1, 1962; WCFV Clifton Forge, Va., to Nov. 12; KTFS Texarkana, Tex., to Nov. 1; WBTS Bridgeport, Ala., to Nov. 18; WORT New Smyrna Beach, Fla., to Nov. 30.

KSKI Sun Valley, Idaho—Granted extension of authority to Nov. 15 to operate from sign-on at 7:00 a.m. to sign-off at 7:00 p.m.

Actions of Aug. 30

■ Following stations were granted SCA on multiplex basis: WACO-FM Waco, Tex., WAJM (FM) Montgomery, Ala.; KFNE (FM) Big Spring, Tex.; WROK-FM Rockford, Ill.; WLRJ (FM) Roanoke, Va.

■ Granted renewal of license for following uhf tv translator stations: K73AL Truth or Consequences, N. M.; K72AL, K75AE Grangeville, Cottonwood, Craigmont and Nezperce, Idaho; K81AC Grangeville, Idaho; K70AO Boise City, Okla.; K72AN Durango, Colo.; K70AR, K74AQ, K78AA Orangeville, Utah; K78AK Cass Lake, Minn.; K70CC, K72AJ Susanville and Herlong, Calif.; K80AQ Needles, Calif., Gas City, Davis Dam and Bullhead, Ariz.; W74AD, W81AC Paw Paw, Largent, Levels, Okonoke and Points, W. Va.; K73AE, K79AJ Redmond and Prineville, Ore.; K70BB, K80AL, K83AE Redwood Falls, Minn.; K71AM, K76AO, K82AH Olivia, Minn.; K71AH Salida, Colo.; K71AP, K75AJ Seaside, Ore.; W73AA, W79AB, W83AA Slatington, Palmerton and Slatedale, Pa.; K70BH, K76AN Quitaque and Turkey, Tex.; K81AF Wallowa Valley, Ore.

WMIS Natchez, Miss.—Granted involuntary transfer of negative control from Mrs. P. K. Ewing to Fayette C. Ewing, executor of estate of Mrs. P. K. Ewing, deceased.

■ Granted cps for following new vhf tv translator stations: Sharon Springs C of C Inc. on ch. 13, Sharon Springs, Kan., to translate programs of KOMC-TV ch. 8 McCook, Neb.; Lonerock Tv on ch. 10 Lonerock, Ore. (KEPR-TV ch. 19 Pasco, Wash.), condition.

Metromedia Inc., Peru, LaSalle, Ottawa, Streator, Ill.—Granted cp for new uhf tv translator station on ch. 78 to translate programs of WTVH (TV) (ch. 19) Peoria, Ill.; condition.

***WKAR-AM-FM East Lansing, Mich.**—Granted authority to remain silent Sept. 4.

WAVP Avon Park, Fla.—Granted involuntary assignment of license to Carl T. Langford, receiver for Mid-Florida Bcstg. Inc.

WKBX Kissimmee, Fla.—Granted involuntary assignment of cp and license to Carl T. Langford, receiver for Mid-Florida Bcstg. Inc.

WDTM(FM) Detroit, Mich.—Granted acquisition of positive control by Merle H. and Ophelia L. Miller (as family group) through purchase of unissued stock from WDTM Inc.

WMEK Chase City, Va.—Granted assignment of license to Mecklenburg Bcstg. Inc.

KCKG Sonora, Tex.—Granted assignment of cp to Ward Bcstg. Co.

KNTO(FM) Wichita Falls, Tex.—Granted assignment of cp and SCA to Radio Wichita Falls Inc.

KMAD Madill, Okla.—Granted license for am station.

KOA-FM Denver, Colo.—Granted license for fm station.

WGIL Galesburg, Ill.—Granted license covering increase in daytime power.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KFPW Fort Smith, Ark.; WBAT Marion, Ind.; WMAS Springfield, Mass. (one main trans.); KHOE Truckee, Calif., and specify trans.

KNCM Moberly, Mo.—Granted license covering increase in daytime and installation of new trans.

WMAS Springfield, Mass.—Granted license to use old main trans. (main trans. location) as alternate main trans. nighttime and auxiliary trans. daytime.

WSTU Stuart, Fla.—Granted license covering changes in ant. system.

KEVE Golden Valley, Minn.—Granted license to use nighttime trans. (main trans. location) as auxiliary trans. daytime.

KVFD Fort Dodge, Iowa—Granted license covering change in ant.-trans. location and changes in ant. and ground systems.

KROC Rochester, Minn.—Granted mod. of license to operate trans. by remote control while using DA; conditions.

WOTR Corry, Pa.—Granted mod. of license to operate trans. by remote control while using DA; conditions.

KMMJ Grand Island, Neb.—Granted mod. of license to operate main trans. by remote control using DA.

WSAZ-TV Huntington, W. Va.—Granted cp to change type trans. (aux. trans.).

KBYG Big Spring, Tex.—Granted cp to install new type trans.

K73AD, K70AL, K77AV Palm Springs, Calif.—Granted cps to change ERP to 770 w; primary rebroadcast station to KOGO ch. 10 San Diego, Calif.; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system; ERP to 738 w; primary rebroadcast station to KFMB ch. 8 San Diego, Calif.; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system; ERP to 706 w; principal community to Palm Springs and Desert Hot Springs, Calif.; trans. location; type ant. and make changes in ant. system.

WJDX-FM Jackson, Miss.—Granted mod. of SCA to conduct background music service and storecasting service on multiplex basis on subcarrier frequencies of approximately 42 and 67 kc.

■ Following stations were granted mod. of cps to change type trans.: WROD Daytona Beach, Fla.; WYND Sarasota, Fla.; WRUN-FM Utica, N. Y., condition.

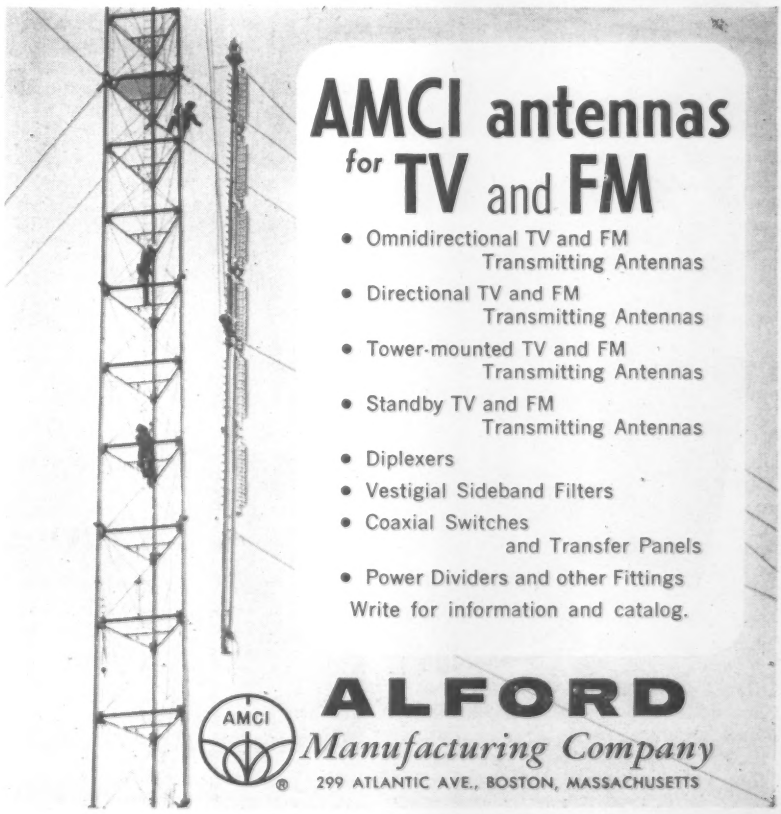
***KLRN(TV) San Antonio, Tex.**—Waived sec. 3.685(a) of rules and granted mod. of cp to change trans. location; type trans.; type ant.; changes in ant. system; equipment; ant. height 1,110 ft.

WYND Sarasota, Fla.—Granted extension of completion date to Dec. 23.

Actions of Aug. 29

■ Granted cps for following new vhf tv translator stations: Beaver Lions Club Tv Committee on chs. 9, 11 and 13 Beaver City, Utah, to translate programs of KUTV ch. 2, KCPX-TV ch. 4, KSL-TV ch. 5 Salt Lake City, Utah; Panguitch Lions Club on chs. 2 and 5 Panguitch, Utah (KUTV ch. 2 Salt Lake City, via ch. 9 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City via ch. 13 Beaver City, Utah).

Town of Springerville, Springerville-Eager, Ariz.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KOOL-TV ch. 10 Phoenix, Ariz.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A report of nutrition teaching in elementary textbooks

Leading educators believe that nutrition education should start in the early grades. A good three-quarters of both principals and teachers who think their students do not get three balanced meals *say breakfast is most apt to be neglected.** A recent study made by educational consultants found in 34 elementary health textbooks that among other breakfasts, a basic cereal breakfast appeared in the majority of textbooks examined. The majority of textbooks examined included breakfast teaching ideas based on the Iowa Breakfast Studies.** The Iowa Breakfast Study of School Boys demonstrated that students worked better and the majority of them had a definitely better attitude and a better scholastic record when a good breakfast was eaten.

**A Study of the Teaching of Nutrition in the Public Schools Published by Cereal Institute, Inc., January, 1952*

***A Summary of the Iowa Breakfast Studies Published by Cereal Institute, Inc., May, 1957*

CEREALS ARE LOW IN FAT

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OUR RESPECTS to Richard Morris Pack, vp, Westinghouse Broadcasting Co.

Tv's biggest problem is 'people'

Few broadcasting executives can point to a single incident that stimulated their careers, but Dick Pack traces his 30-year span back to the age of 15 when he won a contest on WOR New York.

Westinghouse Broadcasting Co.'s vice president for programming was a Brooklyn high school lad when his prize-winning conclusion to an unfinished radio story won for him a book autographed by its author, Laurie Erskine, creator of *Renfro of the Mounted* stories, who was the program's host. And the event won him to the medium.

Last week Mr. Pack recalled how he won the contest on WOR's *Macy's Boys Club Show*. "I realized the contest was a satire so I wrote a satirical ending to it." Out of that rewarding introduction to radio he got a part-time job working after school in Macy's public relations department—"my first exposure to publicity." He also got small parts in the Macy radio show and "went to a lot of auditions before I convinced myself that I was not an actor."

While still in high school, and until his junior year at New York U., Mr. Pack could offer the "best $2 dates in town" as "New York's youngest drama critic." He reviewed the new plays for WBNX New York, a station in the Bronx. "I was on the third-night list for two review tickets, many restaurants served steak dinners for 75 cents, and the subway cost only 5 cents."

All About Radio ▪ Following his graduation in 1938 from NYU, Mr. Pack joined WNYC New York, the city-owned station, as continuity and publicity director. It was his first full-time job. The important thing about growing up in radio during the '30's, he feels, was the opportunity to learn every job. He's against people becoming specialists too quickly, which he says happens in radio and tv today.

The biggest problem facing television, he thinks, is "people." "Where are tomorrow's executives coming from?" There used to be no limitations in radio because there were always people who could suggest ways to do things when others had no ideas. Thus, the medium stayed alive and vigorous.

One of Mr. Pack's proudest achievements was at WNYC. He created *American Music Festival* for broadcast in the period between Lincoln's and Washington's birthdays. Started in 1939, the programs of serious and popular music are still an annual event at WNYC.

WOR called again in late 1940, where, at 26, Mr. Pack became director of publicity and was a member of its program planning board. Except for 2½ years in the Air Force he was with WOR until late 1947, then went to WNEW New York as program manager.

Documentary Innovator ▪ A native New Yorker (born Nov. 22, 1915), Richard Morris Pack was assigned to New York's Mitchell Field for his wartime service. He rose to the rank of sergeant in the First Air Force, for which he produced hundreds of radio shows. He worked at developing documentary programs, which he had first started at WNYC with a series of recorded "actuality" reports on various city departments. He was among the first broadcasters to recognize the dramatic value of airing the actual voices of people involved in the news.

In the years 1947-52, Mr. Pack obtained a basic grounding in music and news formats at WNEW, where he also produced several award-winning programs. He won an Ohio State U. first award for his *Boris Karloff's Treasure Chest*, a children's d.j. show. Also at WNEW, Mr. Pack produced and directed a new program called *Telephone Newsreel*, which featured beeper phone reports from news sources all over the country. He pioneered, too, in the use of the jingle technique for traffic and weather service announcements.

Mr. Pack moved to NBC in February 1952 as director of programs and operations for WNBC and WNBT (TV) (now WNBC-AM-TV), where he was responsible for some 60 hours a week of local, live tv programming and more than 80 hours weekly of radio programming.

WBC's Pack
Overall program supervision

Distinctive Post ▪ Westinghouse appointed Mr. Pack its national program manager in June 1954. He was elected vice president on Dec. 1, 1955. He has the distinction of being the only person to fill this programming position at WBC, which claims to be the first station group to create an executive programming position. He is in charge of station formula concepts, policy, philosophy—anything that helps stimulate program leadership for WBC stations (WBZ-AM-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; KPIX [TV] San Francisco; WJZ-TV Baltimore; KEX Portland, Ore.; WOWO Ft. Wayne, and WIND Chicago).

He says the position requires him to keep up with, or ahead of, radio trends. He's most keen about building up news programs. Among his efforts to expedite WBC news coverage was the establishment of news bureaus in Washington and Europe. He has originated group projects in the past and more are presently in the works. This fall, Mr. Pack is serving as executive producer of a new children's series for WBC's tv outlets. Titled *Adventures in Number and Space*, produced in cooperation with Columbia U.'s Teachers College, the half-hour educational shows will guide viewers into mathematics-for-enjoyment. (The multi-award-winning *Reading Out Loud* series was one of his major group projects.) A second coming WBC series this fall will star Bergen Evans in *English for Americans*. The 50 half-hour programs will be a basic course in English writing and speech.

Over-all supervision of WBC Productions Inc.'s one-hour *PM East* and half-hour *PM West*, a twin series of late-night programs currently carried by 13 tv stations, is another major responsibility.

High on his list of wishes for an ideal way to train broadcasters is an all-broadcast school of journalism. Today's journalism schools, he charges, do not train people for either today's or tomorrow's form of broadcasting. Mr. Pack taught several years at NYU's annual radio-tv workshop. In 1957 he conceived WBC's public service conferences for broadcasters, an annual series which won a Peabody award.

He married the former Laura Lipkin, of Bayonne, N. J., in 1940. She continues her career as a psychiatric social worker. Mr. and Mrs. Pack live in Great Neck, L. I., with their two children, Judy 13, and Robert 11.

Color blind

UNLESS something dramatic happens to make a basic change in its configuration, the U. S. television system may be said to have reached a plateau of development.

The number of stations on the air next year will approximate the number now on the air.

The number of time periods available for sale, and the prices that can be charged for them, will not be spectacularly bigger than the availabilities and rates now in effect.

The total audience will at best be fractionally larger than today's audience.

Unless, as we say, something dramatic happens to give a new kick to television's curves, television is destined from now on to adhere to a growth pattern that is tied to the growth pattern of the general economy.

Television, we suggest, does not have to settle for that. It has available a force that could propel it to new heights. The force is color television.

It is a force that has been deliberately ignored by two of the three networks and all but a handful of stations. It can no longer be ignored. The self-interest of all broadcasters requires a complete swing to color broadcasting.

A swing to color would not immediately increase the number of stations or networks or the number of time periods available for sale.

It could increase—by dramatic degree—the public enthusiasm for television and the effectiveness of television advertising. The natural result of those two developments would be an increase in advertising revenue.

Color still has technical and economic problems. Color sets are more complicated and more costly than black-and-white sets. Those problems are being licked as manufacturers apply their production and research brains to them. The entry of several major set makers—in addition to the pioneering RCA—into the color set market this fall promises to bring about an early solution to the equipment problems.

The biggest problem that remains is the problem of color promotion. That problem can be licked only if broadcasters begin broadcasting in color and on a scale that will force viewers to buy color sets.

If broadcasters continue to remain aloof from color operations they will be conceding more and more advantage to other advertising media. Magazines are getting more colorful each week, and newspapers are beginning to learn how to print color. Billboards, car cards and direct mail use color as a basic ingredient of their appeal.

It seems illogical that television, the most modern communications medium, should still restrict itself to pictures shot in tones that Matthew Brady could reproduce 100 years ago.

Last woes of summer

THE summer hiatus is over. Broadcasters, advertisers, agencies, producers and artists are all back on the job. So is government.

For broadcasters it was a fitful summer. Business uncertainties bothered them. But the FCC worried them more.

Advertisers and their agencies interested in broadcasting as a primary means of marketing their products and services worried too. Their concern, however, transcended the FCC as they collided with the tougher New Frontier version of the Federal Trade Commission which, like the FCC, wants broadened authority and which has tinkered with their business to the point of driving them to distraction.

The prognosis for business generally is good. The economists tell us the recession is over and that 1961-62 should be the biggest year for business yet. Advertisers know that for most of their products television and radio can outperform the older media at less cost.

But, as we said, advertisers have their own troubles. If government continues to rant about programming quality—the programs advertisers find most productive—they will be less anxious to continue on the air. A few already may have elected to sit it out for a while.

Without increased revenue broadcasters will be hard put to underwrite the added expense of quality programming appealing to minorities so insistently demanded by government oracles, whose extra-legal anti-free enterprise meddling is hurting rather than helping the economy the administration is so anxious to stimulate.

On the embattled Washington front, broadcasters, both radio and tv, face unprecedented problems. For the small radio broadcaster the biggest problem, aside from his fight for survival, is the FCC's proposed new program renewal forms. The magnitude of paper work involved in the new forms, if invoked, could bankrupt smaller stations, operating with staffs of a half-dozen and with combo men at the controls. This is totally aside from the censorship implications.

For the television broadcasters there are the vexing problems associated with deintermixture and the over-zealous crusade of an apparent FCC majority toward a premature move to an all-uhf system before it has been ascertained whether uhf can do the job.

These are just a few of the troubles confronting broadcasters after eight months under the New Frontier. There are others, inherited from the Eisenhower administration, such as the FCC's gestapo-like Complaints & Compliance Division.

And there is the enigma of their own trade association—the NAB—which under its new executive direction has caused some members to wonder whether there are two FCCs in Washington.

If any lesson has been learned in these past harrowing eight months it is that the station owners, if they are to use and breathe the free air, must act for themselves. Many of them are doing it through their state associations. They are learning that they must get to know and work with their elected representatives in Congress. Congress will adjourn in the next week or so. Broadcasters will have the opportunity to indoctrinate their duly elected congressmen and senators at home, the Washington climate permitting.

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